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BROADCASTING

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TELECASTING

TECHNOLOGY DEPARTMENT

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MAR 8 1950
DETROIT

again BMB has shown that WOR—

and only WOR— has the largest single daytime and nighttime audience in America!

little wonder
that WOR
sells more,
more often,
for more people,
to more people . .
than any other
station in the
United States!

Ask us for more facts. Our address is

WOR

—that power-full station at 1440 Broadway, in New York

Only actual service rendered brings

letters like these

to WLS

You Saved us Money—
"Larry McDonald broadcast a tip that saved me $4.00."
Milton Perry, Route 1, Maple Park, Illinois

Best Entertainment—
"Thank you for providing the very best entertainmen this hospital has ever had for its 60 clinic children."
Mrs. Celia Payton, Women and Children's Hospital, Chicago.

A Dog for a Boy—
"We wish to thank you for finding a dog for our little boy."
Mr. and Mrs. Carl Willoughby, Paris, Illinois.

Really Care—
"You really make farmers feel you care about them."
Mr. and Mrs. Allen Martin, Earlville, Illinois.

Family Programs—
"We do thank you so much for the WLS family programs."
Mrs. Horace Hadley, Plainfield, Indiana.

555 letters greet a new program its first day on the air—97% of responding live stock producers mention WLS as a station they depend on—5,000 boy and girl "School Time" listeners submit essays to WLS on "What Citizenship Means to Me"—

Only actual service rendered brings response like this—a response WLS advertisers translate into their most effective sales tool in the Chicago Midwest. Write or wire today to put this selling force to work for you.

Number 2 in a series showing the quantity and quality of response to WLS service and programming.

WLS

The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WFMJ

Youngstown, Ohio

is now broadcasting on 1390 with

5,000 watts

(50,000 watts on 105.1 FM, duplicating AM programs)

Cover Youngstown, Ohio, the nation's fourth largest steel center and Ohio's third market, ranking next to Cleveland and Cincinnati because of the closely built up territory all around Youngstown, with . . .

WFMJ

Basic ABC Station

News of the Associated Press, United Press and the Youngstown Vindicator

Headley-Reed Co., National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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BROADCASTING at deadline

Closed Circuit

SOME of U. S. delegates at U. S.-Cuba NARBA conferences in Havana expect to be home this week, mission accomplished. Others taking dimmer view, pointing out that early last week there were U. S.-Cuban differences on 38 frequencies. Since then U. S. delegation has revised its allocations proposal. Sessions slated to start last Saturday may tell story.

BORDEN CO., through its agency Young & Rubicam, New York, planning extensive radio campaign in 80 markets. Agency has sent wires to stations in those markets for available quarter-hour programs. Disc shows, participations will probably be included in schedule. Starting date sometime in April when company's network show *County Fair* on CBS goes off air. Later show serviced by Kenyon & Eckhardt, New York.

LEVER BROS. expected to drop sponsorship of Bob Hope on NBC after present season. Renewal comes up in mid-April. Company understood to have notified its various agencies that comedian will be available next season should any of their other clients be interested. Lever negotiating for sponsorship of NBC's *Screen Guild Theatre* which will be dropped by Camel cigarettes at season's end.

YOUNG & RUBICAM, New York, for *Life* magazine looking into availabilities and costs, of 5, 10 and 15-minute news shows on Friday and Saturday for possible spring campaign.

FUTURE National Radio-TV Weeks likely to be built around Voice of Democracy contest, with retail aspects discarded. Belief growing at Radio Mfrs. Assn. that school competition has become one of nation's best weapons for preservation of freedom, reflecting credit on broadcasters and set makers.

M&M LTD., Newark (candy), and International Shoe Co., St. Louis, to share sponsorship alternate weeks of second half of ABC-TV *Super Circus*, Sun, 5-6 p.m., starting April 1. M&M agency is Lynn Baker, New York. Henri, Hurst & McDonald, Chicago, is shoe sponsor's agency. Canada Dry Ginger Ale, New York, sponsors first half-hour and plans to extend coverage to four West Coast TV outlets, through J. M. Mathes Inc., New York.

THAT NEW Sheppard Bill (HR 7310) to require that networks be licensed [BROADCASTING, Feb. 20] may not be as friendless in Congress as some observers believe. Several Congressmen say they've had complaints from constituent stations saying networks brush off their affiliation overtures, therefore privately express belief bill "might be a good thing."

THEODORE (Ted) C. FISHER, media director and vice president of Pedlar & Ryan, New York, expected to be named agency's account executive on Procter & Gamble (Camay soap)

(Continued on page 78)

Upcoming

Feb. 27: Color Television Hearing Resumes, Dept. of Commerce Auditorium, Washington.

Feb. 27-28: CBS Affiliates Advisory Board 9th District, Beverly Hills Hotel, Beverly Hills, Calif.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers national convention, Hotel Commodore, New York.

(Other Upcoming on page 77)

Bulletins

CLARK BROS. CHEWING GUM Co., Pittsburgh, planning radio campaign for Teaberry and Tendermint chewing gums. McCann-Erickson, New York and Cleveland, named to handle account.

NBC Chicago cutting down its power consumption 25% starting today (Monday) because of coal strike. WMAQ-FM, which broadcasts 5:30 a.m. until 1 a.m. daily goes on a 3 to 9 p.m. schedule and no TV test pattern will be transmitted by WNBQ (TV) until 1:30 p.m. Station has been transmitting signal from 9 a.m. Studio electricity usage also will be cut 25%.

SEVEN Seattle Stations cancel Hooper participation effective April 30 due to 30% rate increase. KING has not yet acted. Dr. Sidney Roslow, head of Pulse Inc., New York, is to meet station executives today. McLeod & Assoc. and Joseph B. Ward have made survey presentations to Seattle outlets.

AMERICAN TOBACCO Co., through BBDO, New York, renews sponsorship of Jack Benny on CBS, Sunday, 7-7:30 p.m. through June 1952.

NEW GARDNER DIRECTORS

THREE new directors appointed last week by Gardner Advertising, New York, two in St. Louis office and one in New York. They are: Joseph V. Kirchhoff, secretary, and Charles E. Claggett, vice president and account executive, who will headquarter in St. Louis; and Roland Martini, vice president in charge of radio and television who is with New York office.

AVCO NET DOWN

NET income of Avco Mfg. Corp., parent company of Crosley Broadcasting Corp., for year ended Nov. 30, 1949, was $4,150,466, compared to $7,913,736 in 1948. Financial report did not reflect earnings of Avco units. Decrease caused by slump in television set and appliance sales in summer, according to Victor Emanuel, Avco president. Other factors influencing earnings in 1949 included expanded advertising and sales promotion and expenses in development of new and expanded product lines.

Business Briefly

RICHFIELD BUYS ● Richfield Oil Co., New York, will sponsor *Escape* on 33 stations of CBS eastern network, Friday, 10-10:30 p.m., effective April 21. Agency, Morey, Humm & Johnstone, New York.

SPORTS RENEWAL ● Mail Pouch Tobacco Co., Wheeling, W. Va., for fourth year renews *Sports for All* on MBS Thurs., 8:30-8:55 p.m. Agency, Charles W. Hoyt Co., New York.

AUTO AM-TV SPOTS ● Lincoln-Mercury Dealers Assn., Los Angeles, yesterday (Sunday) started two-week spot campaign in Los Angeles, San Diego, Santa Barbara, Bakersfield, Santa Maria, all California, and Phoenix and Tucson, Ariz. Agency, Kenyon & Eckhardt, Hollywood.

AGENCY APPOINTMENT ● A. S. Barnes & Co., New York, names John Schrager Inc., New York, to handle radio and TV promotion of its current books. Spot and participation programs to start in early March.

PACIFIC REGIONAL PROJECT

PACIFIC Regional Network, with headquarters in Hollywood, being formed with 11 California AM stations already signed, according to Cliff Gill, KFMV (FM) Hollywood, who heads group. Network will be fed by FM stations instead of telephone lines, he said, with goal of 30 California stations planned before expansion to Washington and Oregon.

JOINS CALKINS & HOLDEN

PATRICIA SENNELL, timebuyer of Dancer-Fitzgerald-Sample, joining Calkins & Holden, New York, as timebuyer.

GEN. MARSHALL'S VIEWS ON FREE SPEECH

FREE speech provides first line of defense against war, according to Gen. George C. Marshall, president of American Red Cross. Gen. Marshall will express his views in CBS broadcast at 5 p.m. today (Monday) from House of Burgesses at Colonial Williamsburg in connection with Voice of Democracy activities (story page 21). His statement on subject:

The free expression of opinion today perhaps becomes even a stronger implement for forging world peace and understanding than in the day of Pericles. Five-hundred years before the birth of Christ Pericles could only be heard within the range of his own voice; nor did there exist methods for distributing his written words very widely.

Today the words we speak, as on this occasion today, are heard by millions not only in our own country but throughout the world. The great lines of communications offering as they do the avenues for spreading understanding represent, I believe, first line of defense against another world conflict.

It is imperative that the implications of this fact be understood thoroughly by all peoples in all nations. It is through communications that we distribute the information upon which the people base their own decisions. This is as true in demagogic nation as in a free democracy. The only difference between the two lies in the kind of information that is made available to the people.

500 pounds of necktie!

HERE'S *response* for you! In answer to Carl deSuze's requests for neckties for distribution overseas, WBZ listeners sent more than 500 pounds of colorful cravats directly to the station!

Another example of Mr. deSuze's persuasive power: two airplane-loads of Christmas toys for children overseas, in response to announcements for International Friendship League.

Yes, WBZ's "Carl deSuze Show" (7:05 AM, six days weekly) really gets action in New England homes, from the mountains of Maine to the beaches of Connecticut. Participation costs? Very reasonable! Check WBZ or Free & Peters.

WBZ

BOSTON

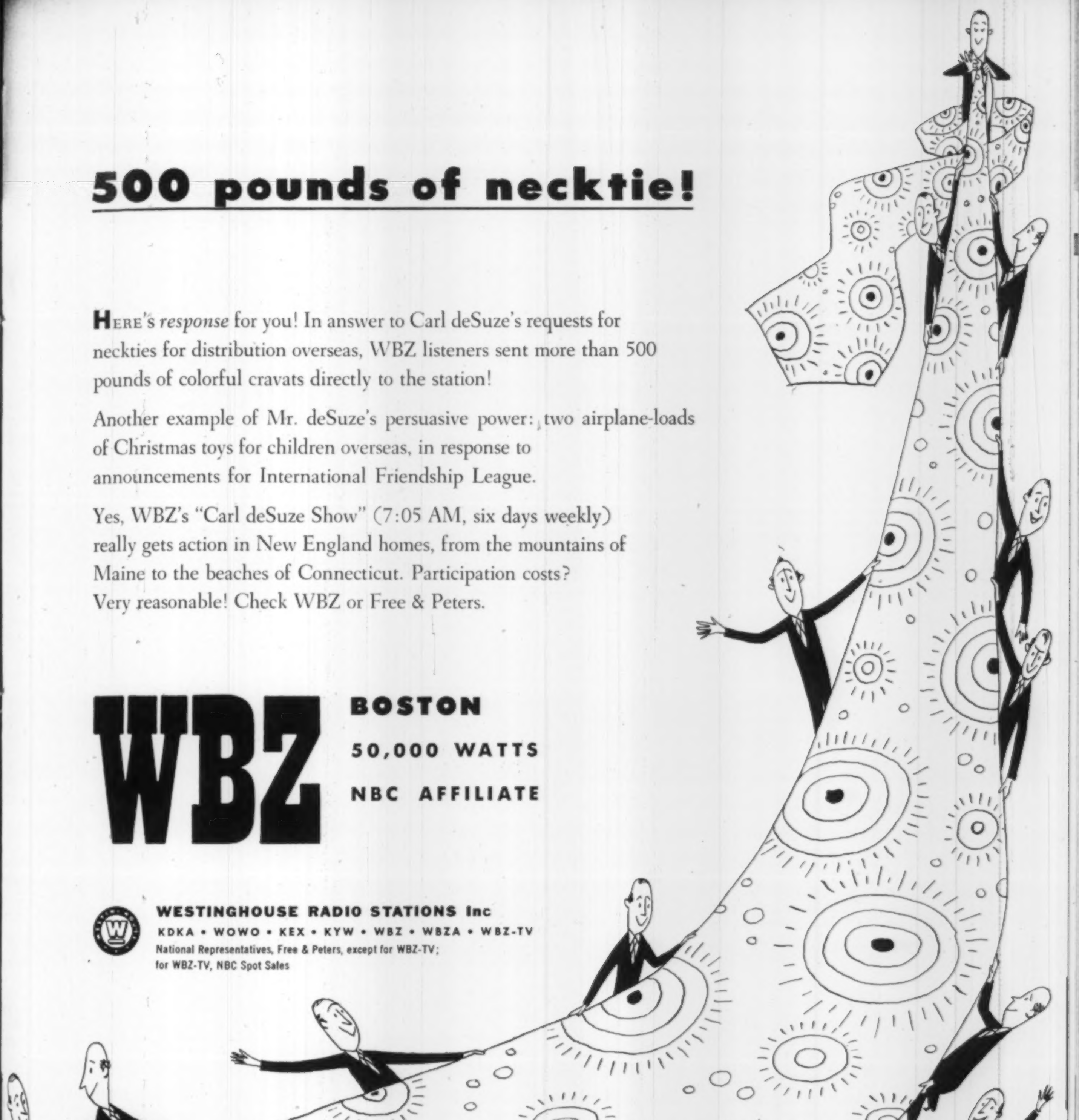
50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Mister Plus goes to

Washington...

A hearty welcome to **WEAM**

the new Mutual station for

the nation's capital, effective

February 20, 1950. And we

do mean effective: 5kw, day & night.

Mutual Broadcasting System

the difference is MUTUAL!

BROADCASTING
TELECASTING

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin* 0775; James Montagnes.

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*Reg. U. S. Patent Office

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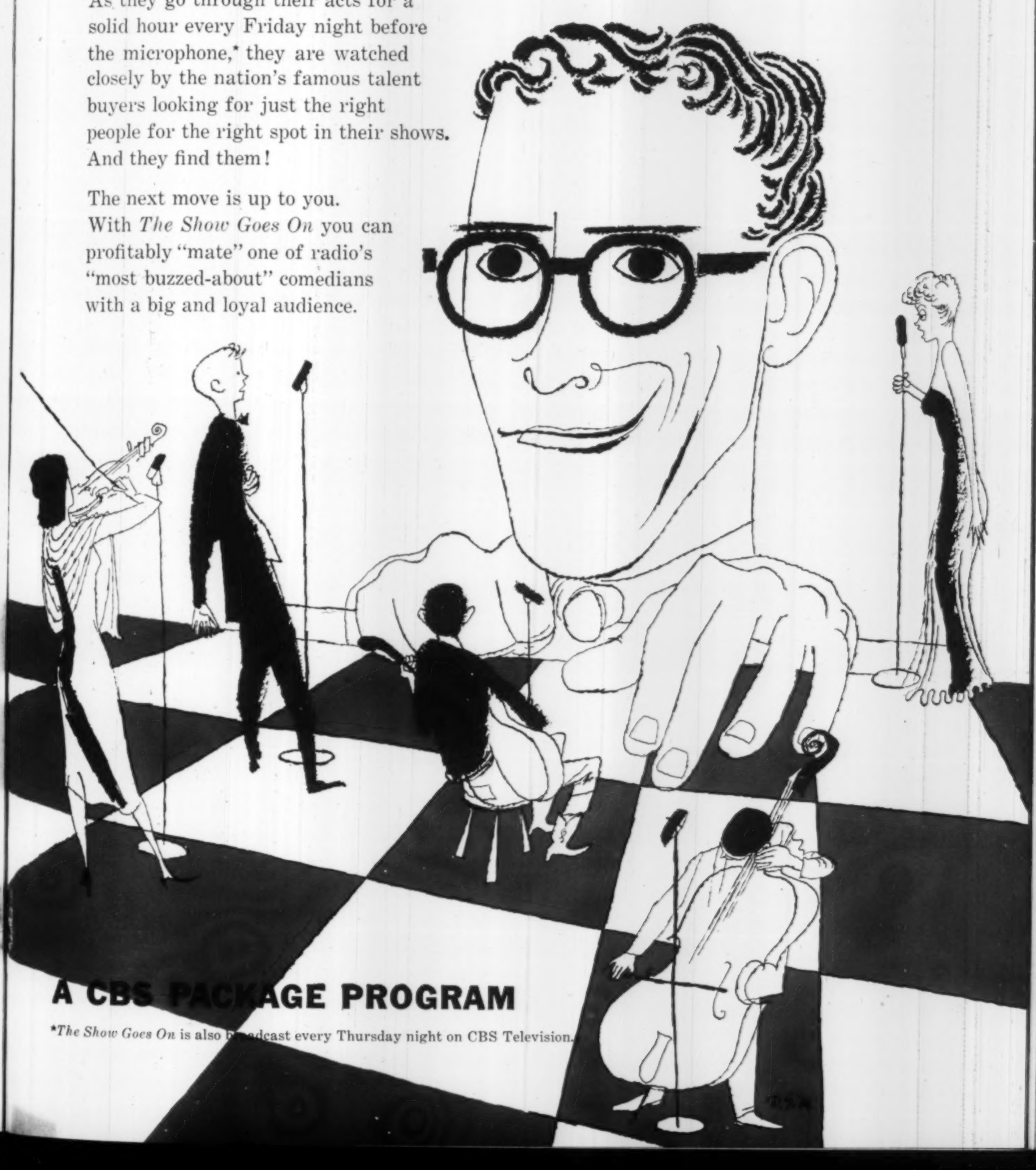
It's your move!

Radio's bright comic, Robert Q. Lewis, made a brilliant move by assembling a rich parade of promising talent: clowns and torch singers, rhythm groups and acrobats, future Hamlets and Pagliaccis.

As they go through their acts for a solid hour every Friday night before the microphone,* they are watched closely by the nation's famous talent buyers looking for just the right people for the right spot in their shows. And they find them!

The next move is up to you. With *The Show Goes On* you can profitably "mate" one of radio's "most buzzed-about" comedians with a big and loyal audience.



A CBS PACKAGE PROGRAM

**The Show Goes On* is also broadcast every Thursday night on CBS Television.

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	"	"	"	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Where There's Music S	Amer. Tob Co. Jack Benny (179) R	Anahist Adv. of the Falcon	Christopher London S	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (163) H R
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (144)
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	"	"	"	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	Smith Bros. (173)	"	"	"	"	"	"	"	"	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (165)	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts	Peter Salem S	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-PT'thPwdr. Mr. Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (158)
8:45	Old Gold Cigarettes (173)	"	"	"	Buddy Weed S	(154) R "	" *	"	"	"	" *	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"	Leighton Noble Treasury Show S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	Andrew Jergens Louella Parsons (284)	"	"	"	"	"	"	"	"	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheilah Graham	Bayer Asprin American A. of F. Music (155)	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N	Chr. Sc. Monitor Views the News R	Philip Marlow S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	"	"	Twin Views Of the News S	"	"	"	"	"	We Care S	"	"	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)	American Arts Orchestra S	Lever—Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	Nighbeat S	Time for Defense S	Escape	A. F. of L. Commentators (146)	Lever Bros. Big Town (133)
10:15	Wm. Wise & Co. Get More Out of Life (54)	"	"	"	"	"	co-op Newsreel	"	"	"	co-op Newsreel	"
10:30	co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (162)	"	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	Dangerous Assignment S	It's Your Business (NAM)	Pursuit	Dance Orchestra	Brown & Wmsn. People are Funny (164)
10:45	Sokolsky S	"	"	"	"	"	"	"	Robert Nathan CIO	"	"	"

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	The Eddie Albert Show S	Big Joe S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	News	Brown & Wmsn People are Funny (16)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Ferry Morse Garden Gate (172)	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Music for You S	Magic Rhythm	Minn Valley Cann'ng Co. Fred Waring (149)
10:15	"	"	"	"	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)	"	M & M Ltd Joe Di Maggio (16) Off 3/11	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	Southernaires S	Church of Air S	"	"	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)	"	"	News	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Merrell & Co. Lassie (164)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)	"	"	Bob Poole	Next Dave Garroway S	"	"	"	NBC Stamp Club
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)	Roger Dann S	Lever-Rayve Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	Campana Solitair Time (30)	"	P & G Rosemary (149)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)	"	"	"	"
12:00 N	Fantasy In Melody S	Get More Out of Life (53) S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"	Ranch Boys S	Armstrong Cork Theater of T'day (171)	"	Barriault Washington News
12:15 PM	"	"	"	"	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music	"	"	"	Public Affairs S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour (392)	The Eternal Light S	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Hometowners	American Farmer S	Pillsbury Mills Grand Cen Sta (154)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (160)	G. Heatter's Mail Bag	"	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	News	America United S	Co-op Baukhage (92)	P & G Big Sister (143)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	Elmo Roper S	Organ Music	"	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.	"	"	"	"

WEDNESDAY ABC	WEDNESDAY MBS	WEDNESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
in Service)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
"	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
"	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
"	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	Roger Renner Trio S	News L. Leseuer S	Mel Allen	"	6:45
Co-op line Edition (53) *	Fulton Lewis jr. (281)	Amer. Tob. Co. Light Up Time (163) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R	String Ensemble S	Brock Candy Sunshine Sue (40)	Hawaii Calls S	"	7:00
Co-op ner Davis (46)	Dinner Date S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142)	Co-op Elmer Davis (48)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Bert Andrews	"	"	"	7:15
eral Mills ne Ranger (175)	R. B. Semler Gabriel Heatter (316)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio U.S. Treasury	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.	Chandu S	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S	7:30
" *	I Love A Mystery	Pure Oil Co. Kaltenborn (33)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	"	"	7:55-8 Kennedy Chamberlain	"	7:45
sany Cig. r. I. Q. (55)	Can You Top This S	Philip Morris This Is Your Life (146) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R	Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (154)	Heine and His Band S	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
sebook of gory Hand S *	International Airport	Kraft Foods Great Gildersleeve (151)	A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (154) H R	Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)	Hollywood By'ine S	Gen. Fds.-Sanka The Goldbergs (151) R	Take A Number	P & G—Duz Truth or Consequences (141) R	8:30
"	" *	"	"	"	" *	"	"	"	" *	"	"	"	"	"	8:45
Wine Co. ock Holmes (175)	Mr. Feathers	Bristol Myers Break the Bank (158)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (170)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (182) H	Heinz, Advntrs. of Ozzie & Harriet (207)	TBA	Air Force Hour	RCA Victor Screen Directr's. Playhouse (164)	The Night Shift S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
zz Adlam S	Family Theatre S	Bristol Myers Dist. Attorney (156)	"	Philip Morris Crime Photog. (150)	Series on Pensions	Blatz Brewing Duffy's Tavern (158)	Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	"	Liggett & Myers Godfrey Digest (161)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	Lee Hats R. Montgomery (268)	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
r Brewing ence Welk (28)	A. F. of L. Commentators (146)	Am. Cig. & Cig. The Big Story (168)	Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (166)	Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (151)	Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	co-op Newsreel	"	" *	"	co-op Newsreel	"	"	"	co-op Newsreel	"	"	"	"	"	10:15
n Trial S	Okla. State Symphony	Mars Candy Curtain Time (144)	Let's Go to The Met. S	Rosefield Skippy Hollywood Theater (84)	Dance Orchestra	Dragnet L&M-Fatima (146) H	"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (139)	Hotel Bands S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	"	"	"	"	"	"	Pro & Con S	"	Sterling Drug Sing It Again (151)	"	"	10:45

SUNDAY ABC	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Nationa Vesper S	American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
"	Michael O'Duffy	"	Co-op Art Baker's Notebook	P & G Guiding Light (142)	Checkerboard Jamboree	Art Van Damme Quintet	"	"	"	"
Around th Worl	Chamber Music	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (33)	Miles Labs. Ladies' Fair (410)	Campbell Soup Double or Nothing (132)	Texas Co. Met. Opera (235)	Borden County Fair (163)	"	Voices and Events S
"	"	"	"	P & G Perry Mason (145)	"	"	"	"	"	"
Co-op Mr Presi	Co-op Bill Cunningham (55)	"	Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (423)	General Mills Today's Children (73)	"	Wm. Wise Get More Out of Life (148)	Radio Singers	Music
"	Veteran Wants to Know S	"	"	P & G Brighter Day (107)	"	General Mills Light of World (73)	"	"	"	"
Speaking of Song S	Treasury Variety Show	Miles Lab. One Man's Family (161)	Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	"	Report From Overseas	Dance Orchestra	Pioneers of Music
"	"	"	"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)	"	Adventures in Science	"	"
Lthrn Lay Lutheran H (10	General Foods Juvenile Jury (221)	Miles Labs Quiz Kids (162)	Pick a Date with Buddy Rogers *	Pillsbury House Party (153) *	"	P & G Pepper Young (153)	"	CBS Farm News	Caribbean Crossroads	"
"	"	"	"	"	"	P & G Right to Happiness (152)	"	Cross Section U.S.A.	"	"
Voices th Live S	General Foods Hopalong Cassidy (482)	Doubleday Edwin C. Hill (32)	Carter Family S	Co.-Palm.-Peet Garry Moore (27) *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	"	Saturday At The Chase	Dunn on Disc	Living—1950 S
"	"	Doubleday Facts Unlimited (32)	Happy Landing S	"	"	Sterling Drug Stella Dallas (146)	"	"	"	"
Milton Cr Opera Alb	U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)	Melody Promenade S	S (413)	Georgia Jamboree	P & G Lorenzo Jones (144)	"	Saturday at the Chase	"	Matinee At Meadowbrook
"	"	"	"	"	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"
Think Fa S	Grove Labs (420) DL&W Coal (23) The Shadow	Helbros Richrd Diamond Prvt. Detective (63)	See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)	Doubleday & Co. Jacques Fray (62)	Jimmy Dorsey Show	Anahist True or False	Slim Bryant and Wildcats
"	"	"	"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	Tea and Crumpets	"	"	"
Goodyear T Greatest S Ever Told (	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	"	Hugo Mariani's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	"	Dave Stephens Show	Radie Harris (Dewey) (50)	TBA
"	"	"	"	Miles Labs. Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)	"	"	Hallicrafter Hollywood Quiz	Hunt Club Dg Fd., Confidential Closeups (60)

*Explanatory: Listings in order: sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:25 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.
10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.
[illegible]-10:30 PM Sat., Voices That Live.
10:30-10:45 PM Sat., Irving Fields in East.
11:30-12 noon, M-W-F, Quaker Oats Quick as a Flash, sustaining Tues. and Thurs.
12:30-12:55 PM Mon.-Fri., Westinghouse Co. Ted Malone on 225 stations.
1:00-1:15 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 210 stations.
2:45-3 PM Tues., Club Aluminum Products Co., Club Time on 40 stations.
5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 201 stations.
5-5:30 PM Tues. & Thurs., Green Hornet, S.
5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week, with the Derby Foods sponsoring Sky King, 203 stations for both.
7-7:05 PM Mon.-Fri., Miles Labs, Edwin C. Hill on 87 stations; remainder of network taking co-op program, Headline Edition.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 32 stations.
8:30-9 PM Wed., The Johnny Desmond Show, Ronson Art Metal Works, [illegible] stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allen Jackson News, 170 stations.
3:55-4 PM Mon.-Fri., Pillsbury Cedric Adams over 131 stations.
4:55-5 PM News.
10-10:25 PM Johnny Dollar, sustaining, on part of network.

MBS

1:55-2 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

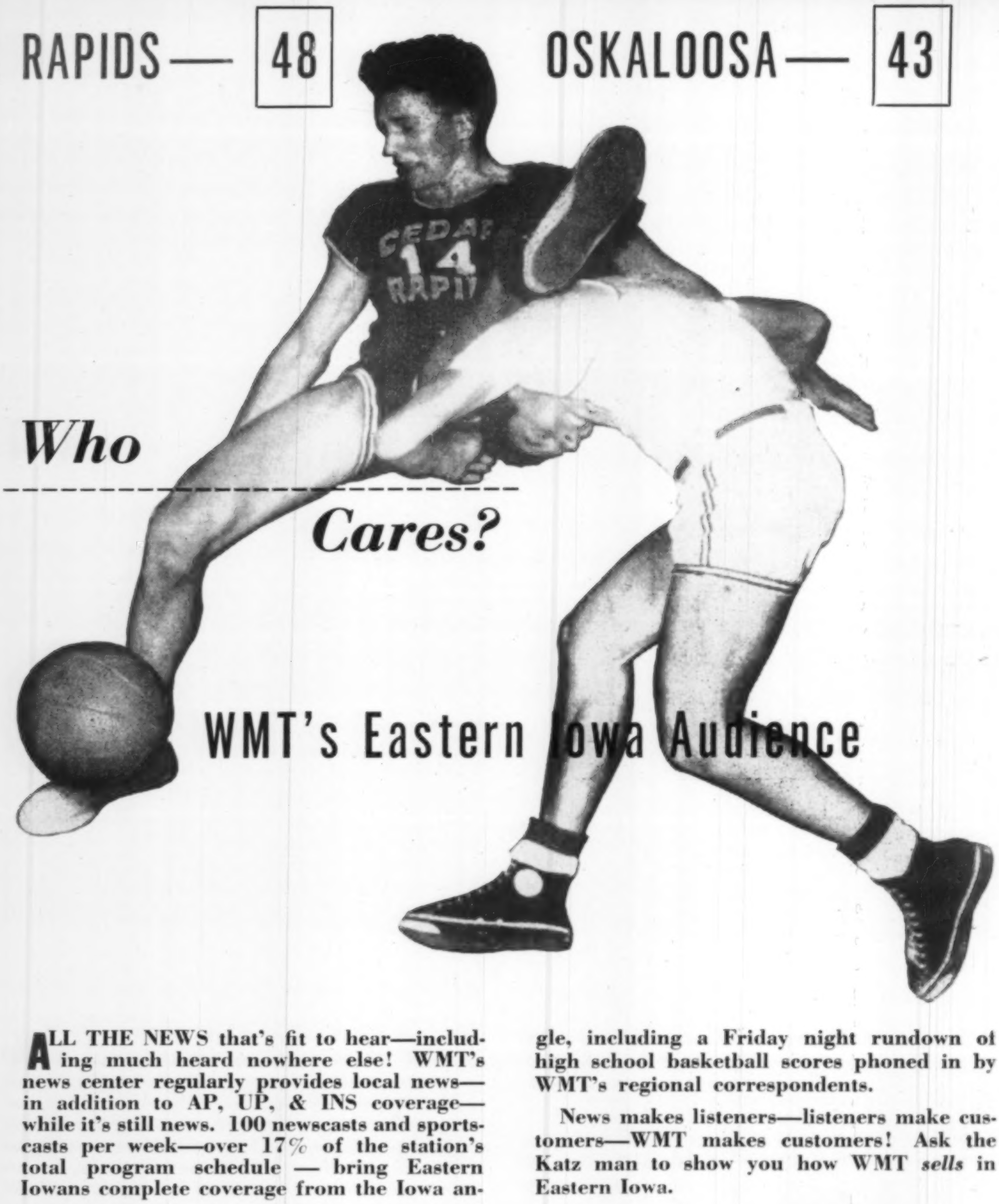
NBC

9-9:15 AM Mon.-Sat., Alex Drier, Skelly Oil Co., 24 stations.
9-9:15 AM Sat., This Farming Business, Skelly Oil Co.
11:15-11:30 PM Tues., Thurs., Sat., Songs by Morton Downey, Coca-Cola Co., 14.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

February 27, 1950 Copyright 1950

CEDAR RAPIDS— 48 OSKALOOSA— 43



Who Cares?

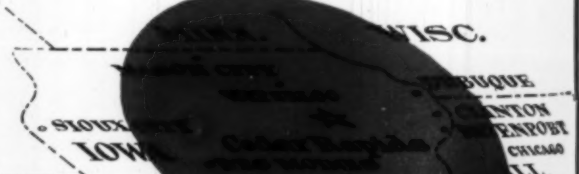
answer: WMT's Eastern Iowa Audience

ALL THE NEWS that's fit to hear—including much heard nowhere else! WMT's news center regularly provides local news—in addition to AP, UP, & INS coverage—while it's still news. 100 newscasts and sportscasts per week—over 17% of the station's total program schedule — bring Eastern Iowans complete coverage from the Iowa angle, including a Friday night rundown of high school basketball scores phoned in by WMT's regional correspondents.

News makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT *sells* in Eastern Iowa.

JIM BORMANN—News Director
Heads 7-man staff of experienced newsmen; designs news program to serve Iowa tastes and needs.

TAIT CUMMINS—Sports Director
Brings programs to small-town listeners in person via "remotes"; authors weekly newspaper column.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

CBS Stars are always shining over Eastern Iowa . . . via **WMT**

Agencies

RAY OVINGTON, formerly radio and television director of Birmingham, Castleman & Pierce, New York, joins Hirshon-Garfield, New York, as radio and television director. Prior to his association with BC&P he was with CBS.

RUSSELL E. NEFF, radio and television director of Knox Reeves Adv. Inc., Minneapolis; **Dr. A. R. ROOT**, director of research; **WILLIAM C. SCHNEIDER**, art director, and **KENNETH P. TORGERSON**, director of media, named vice presidents of firm.

JAMES F. RYAN, formerly with L. E. McGivena & Co., New York, as copywriter and account representative, joins staff of Donahue & Coe, New York, in executive capacity.

EARL HAMNER, formerly script writer at WLW Cincinnati, and **FRED FROST**, formerly with Young & Rubicam, join radio and TV commercial copy department of McCann-Erickson Inc., New York.

S. S. (Bud) SPENCER, acting West Coast radio and television director of Foote, Cone & Belding since the death of **Arnold Maguire**, named director in that post.

ROBERT M. CLARK joins media department of Detroit division of Brooke, Smith, French & Dorrance.

RUTH ROSS, formerly with Duane Jones Co., New York, joins L. H. Hartman Co., New York, to establish and head new women's packaged products division.

CHARLES J. EASTMAN Jr., formerly head of his own Hollywood agency, and before that copy chief of Elwood J. Robinson Adv., Los Angeles, joins Mayers Co., that city, as account executive.

MARSHALL C. TAYLOR, formerly with Goodyear Tire & Rubber Co., joins Meldrum & Fewsmith Inc., New York, as media director, replacing **DON ELLIOT**, who has assumed new responsibilities on Dearborn Motors account.

LOUIS E. TILDEN placed in charge of all television activities in Chicago office of Sherman & Marquette Inc. **CARL BROWN** handles television contacts in New York office.

RICHARD J. GLOVER, production manager of Dan B. Miner Co., Los Angeles, elected vice president.

WIRT M. MITCHELL, formerly with Compton Agency, New York, joins Lennen & Mitchell, New York, as copy supervisor.

DAVID CORY, formerly with Lamont, Corliss & Co., joins J. Walter Thompson Co., New York.

SELMA SCHONFELD SOLMANN, formerly media director of Brisacher, Wheeler & Staff, Los Angeles, joins Milton Weinberg Adv., that city, in similar capacity.

BENNETT BATES, former vice president and copy director of Erwin, Wasey & Co., in New York and Los Angeles offices, elected vice president and director of Charles Dallas Reach Co., New York agency.

CLARENCE DAVENPORT, copy chief and senior account executive of McCarty Co., Los Angeles, named vice president.

WILLIAM H. EYNON, formerly with H. B. Humphrey Co., joins Van Diver & Crowe Inc., New York, as vice president and director of radio.

HUNTER ADV., Los Angeles, moves to new offices at 5010 Sunset Blvd. Telephone: Normandie 3-1178.

IESER-GUENTHER, Cincinnati, changes its name to **GUENTHER, BROWN & BERNE Inc.**, maintaining same address, 839 Enquirer Bldg., Cincinnati. **ALLAN MEYER**, director of publicity and public relations; **WILLIAM POGUE**, researcher, and **JACK BUNKER**, copywriter, added to staff of agency.

FRED E. BAXTER, treasurer of W. Earl Bothwell Inc., Pittsburgh, elected executive vice president and general manager of agency.

JOHN L. ANDERSON, vice president and treasurer of McCann-Erickson, New York, will serve as chairman of advertising and public relations division of 1950 heart campaign.

TOM de PAOLO, formerly in traffic and production department of J. Walter Thompson Co., Los Angeles, transfers to media staff. He replaces **CHRIS UNKLE**, resigned to form his own publishers representative firm in Los Angeles.

Washington Selects*-

JIM GIBBONS

"Favorite Local Personality"

AND

"Favorite Sports Announcer"

* TELEGUIDE MAGAZINE POLL, JAN. 1950

(Naturally—His popular Programs are Washington Favorite shows!)

The Town Clock (AM) Mon. thru Sat. 6 to 9 am	**Boxing from Turner's (TV)** Mondays 9-11 pm
Sports Review (AM) Mon. thru Fri. 6:45-6:55 pm	**Sports Cartoon-A-Quiz (TV)** Wednesdays 7:30 pm
Sports Reel (TV) Mon. thru Fri. 7:15-7:30 pm	**Wrestling from Turner's (TV)** Wednesdays 9-11 pm

Represented Nationally by ABC Spot Sales

WMAL & WMAL-TV

THE EVENING STAR STATIONS

WASHINGTON, D.C.

k-nuz
SUCCESS STORY!
NO. 2

Mr. & Mrs. W. C. Hines

In April, 1947, after working fifteen years for a large chain Auto Supply, Mr. and Mrs. W. C. Hines founded HINES HOME AND AUTO SUPPLY. Mr. and Mrs. Hines wanted to tell their story to more people and tell it quickly, so they chose KNUZ as their advertising medium. The results were amazing—in the words of Mr. Hines: "KNUZ and our half-hour, 7:00 to 7:30 Saturday night segment of 'Houston Hoedown' with Biff Collie, are directly responsible for telling our story, just the way we wanted it told, to Mr. and Mrs. Houston. The results are best measured by the fact that today HINES HOME AND AUTO SUPPLY, North Houston's largest and most complete home and auto store, employs ten salespeople. Without KNUZ and our Hoedown program with Biff Collie, our company could never stand in the limelight, as it does today."

(Complete story of Mr. and Mrs. Hines on request or contact Mr. Hines, 9008 Humble Road, Houston, Telephone MU lberry 5583.)

CALL; WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801
k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

New Business

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (petroleum products), March 17 starts for 52 weeks, *Rex Allen Show* on regional network of 64 CBS stations, Friday, 10-10:30 p.m. (EST). Agency: Lambert & Feasley Inc. New York.

PILLSBURY MILLS, Minneapolis, signs for 15-minute newscast, *Pillsbury World News*, Sunday, over Alaska Broadcasting System. Agency is Irwin Vladimir, New York. **BEST FOODS** (Nucoa margarine) begins series of spot announcements over ABS through Benton & Bowles, New York. **ANHEUSER-BUSCH**, St. Louis (Budweiser beer), contracts for series of one-minute spot announcements on ABS through D'Arcy Adv., St. Louis.

AMERICAN SAFETY RAZOR Corp., New York, appoints McCann-Erickson, New York, to handle advertising campaign of its new camera and accessories line. Currently its development will be on test basis in few markets.

MONARCH WINE Co. (producer and distributor of Manischewitz Wines), spot radio user, appoints Donahue & Coe, New York, as its advertising counsel, effective March 1.

COREY CORP., Chicago (glass coffee-makers), acquires second run General Television Enterprises' Hollywood series of 26 quarter-hour *Strange Adventure* TV films to start March 19. Series placed for 26 weeks on WBAL-TV Baltimore. Agency: Dancer-Fitzgerald-Sample, Chicago.

NEHI BEVERAGE Co., Los Angeles (Royal Crown Cola and Par-T-Pak Beverages), sponsors *Movietown RSVP*, half-hour quiz show on KTLA (TV) Los Angeles, through BBDO. Show is viewed Sunday, 9:15 p.m.

HI-V Corp., New York (citrus fruit concentrates), appoints Franklin Bruck Corp., same city, to handle its advertising. Television will be used.

COLOR TELEVISION Inc., San Francisco, appoints Di Marco-von Loewenfeldt Assoc., same city.

Network Accounts • • •

OMNIBOOK Inc. will sponsor special commentary by Robert St. John on 63 ABC stations, March 5, 3-3:15 p.m. EST. Agency is Huber Hoge & Sons, New York, which has been handling 6,000-spot schedule for book company. One-time broadcast, which will deal with books, reportedly is being aired as test for Omnibook Inc., similar to those aired by other book publishers handled by the agency.

MINUTE MAID Corp., New York (frozen orange juice), sponsor of *This Is Bing Crosby*, five-a-week daytime radio show, now heard in major cities, extends show on March 6 to eight additional CBS stations in California. Spot radio also is being considered for additional markets. Company sponsors daily television show, *Handy Hints* (6:45-7 p.m.) over KTLA (TV) Los Angeles. Agency: Doherty, Clifford & Shenfield Inc., New York.

PACKARD MOTOR Co. sponsors *Holiday House*, starring Edward Everett Horton, over ABC-TV, 9-9:30 p.m. (PST), Thursday. Contract, beginning April 6, is for 13 weeks. Agency: Young & Rubicam, New York.

GOOD & PLENTY CANDY Co., Philadelphia, will begin sponsorship of Wednesday telecasts of *Lucky Pup*, CBS-TV, Mon., Fri., 6:30-6:45 p.m., on March 8. Agency for candy manufacturer is Adrian Bauer, Philadelphia.

CALIFORNIA SPRAY CHEMICAL Co., San Francisco, expands its *Ortho-Garden Guide* show (KFRC San Francisco) to full Don Lee network thrice weekly. Agency: Cosby & Cooper, same city.

Adpeople • • •

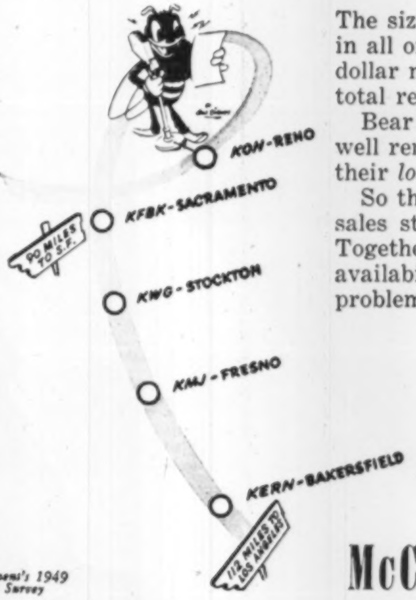
ROBERT M. GANGER, former partner of Geyer, Newell & Ganger, New York, named executive vice president of P. Lorillard Co. (Old Gold Cigarettes) and elected to board of directors and executive committee.

ROBERT D. FIRESTONE, former senior sales promotion staffman in charge of mechanical goods advertising and sales promotion for Goodyear Tire & Rubber Co., Akron, Ohio, placed in charge of media in advertising department, replacing **M. C. TAYLOR**, resigned.

ASK THE MANagement WHO OWNS ONE
TOP PERFORMANCE
ASSURED STABILITY
MODERATE INITIAL COST
LOW MAINTENANCE COST
52 YEARS' EXPERIENCE
LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

It's impossible...

...you can't cover California's Bonanza Beeline without on-the-spot radio



The size of the Beeline is something to think about. It takes in all of *inland* California plus western Nevada — a 3 billion dollar market with more people than Los Angeles . . . higher total retail sales than Philadelphia.*

Bear this in mind, too: the Beeline is an *independent* market, well removed from the coast. And Beeliners naturally prefer their *local* stations to outside stations.

So there's just one way to radio-sell the Beeline. Tell your sales story on-the-spot . . . on the five BEELINE stations. Together, they blanket the *whole* market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's What You Should Know About

KOH . . . and RENO

The first station in Nevada. Reno's favorite for 22 years. 1000 watts, 630 kc, NBC. Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index 53% above U.S. average.

*Sales Management's 1949 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	**KOH**	**KERN**	**KWG**	**KMJ**
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

BOBO, I LOVE YOU!

So says the cute Siamese kitten in adoration of the bespangled French poddle.

There's something time buyers love in Baltimore radio, too. It's the way W·I·T·H produces low-cost results.

You see, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 38, No. 9 WASHINGTON, D. C., FEBRUARY 27, 1950 $7.00 A YEAR—25¢ A COPY

NETWORK BUSINESS UP

Trend Begun Last Fall Continues

By ED JAMES

BUSINESS volume of the four major radio networks is continuing the upward trend that began last fall after the severe slump of summer, an analysis by BROADCASTING showed last week.

The analysis was based on figures for the entire year of 1949 released last week by Publishers Information Bureau, as well as on additional information from the networks themselves.

A quarterly summary of 1949, based on PIB figures, plainly shows the progressive decline in gross billings from the high levels of the first quarter of the year to the doldrums of the third quarter and the rally in volume in the closing quarter of the year.

Indications are that although total gross billings of the four networks in January 1950, did not reach the record figures for the corresponding month of 1949, they did exceed total billings for the immediately preceding month of December. Reasonably optimistic forecasts for the early part of 1950 were based on this cheering fact.

Gross by Quarters

The four networks closed the year of 1949 with total gross billings of $187,800,329, according to PIB. By quarters, the gross billings for the four networks were:

First Quarter: $51,522,682
Second Quarter: $49,262,623
Third Quarter: $38,327,593
Fourth Quarter: $48,687,431

In January 1949 the four networks' gross billings were $17,704,086, the biggest month of the year.

In December 1949 the billings were $16,408,884.

Although precise figures for January 1950 were not yet available last week, a reliable estimate indicated that the month would show billings below January 1949 but above December 1949. The figure for January 1950 will approximate $17,100,000, it was estimated.

By networks, the total gross billings for 1949 were divided as follows: ABC, $42,342,854; CBS, $63,403,583; MBS, $18,040,596; NBC, $64,013,296.

In January 1949 billings by networks were: ABC, $4,067,921; CBS, $5,883,828; MBS, $1,876,124; NBC, $5,876,213.

In December 1949 billings by networks were: ABC, $3,656,492; CBS, $5,774,939; MBS, $1,345,810; NBC, $5,631,643.

Among the networks only CBS reported an increase in billings in January 1950 as compared with January 1949. That network's gross last month was 3.8% higher than in January of last year.

NBC's January 1950 billings were reported a fraction of 1% below those of January 1949.

Mutual's January 1950 billings were off 11% from the same month in 1949.

ABC refused to disclose how it stood in January billings, but it was authoritatively, although unofficially, learned that ABC's figures would be off as much as Mutual's, compared with January 1949.

Mutual's January 1950 gross billings were, however, nearly 25% bigger than its gross in the preceding month of December, the network pointed out.

ABC's January 1950 figures were believed to approximate its December 1949 level.

Controlled Optimism

Although the impropriety of attempting a long-range forecast on the basis of January 1950 records alone was obvious, network officials were generally of the opinion that the upward movement from December 1949 was an optimistic indication that the first quarter of 1950 probably would be better than the last quarter of 1949.

Month by month gross billings of the networks in 1949 follow. (Some figures here differ from those already published month-to-month in BROADCASTING because of subsequent corrections by PIB.)

January: ABC, $4,067,921; CBS, $5,883,828; MBS, $1,876,124; NBC, $5,876,213; Total, $17,704,086.

February: ABC, $3,845,658; CBS, $5,315,910; MBS, $1,677,258; NBC, $5,279,832; total, $16,118,658.

March: ABC, $4,238,845; CBS, $5,837,746; MBS, $1,775,790; NBC, $5,847,557; total, $17,699,938.

April: ABC, $3,893,784; CBS, $5,569,965; MBS, $1,757,432; NBC, $5,542,138; total $16,763,319.

May: ABC, $4,030,969; CBS, $5,569,952; MBS, $1,788,790; NBC, $5,657,166; total $17,073,877.

June: ABC, $3,387,984; CBS, $5,347,384; MBS, $1,403,880; NBC,

(Continued on page 24)

BASEBALL COVERAGE

Regionals Map Plans

By JOHN OSBON

EXTENSIVE regional coverage of major league baseball games for 1950 was strongly indicated last week following announcement of plans by both the Liberty Broadcasting System and the New York Yankees' newly-created "Home of the Champions" network.

Gordon McLendon, president of the Liberty network, confirmed reports that he had signed contracts with American League President Will Harridge for non-exclusive rights to certain league games and with the eight individual owners of the National League, through President Ford Frick, for exclusive rights to certain NL games and for non-exclusive rights to others. MBS also holds rights to American League contests.

Last Year's Coverage

Mr. McLendon quoted no figures, but he noted that Liberty would spend "50 times as much" as the outlay for such coverage last year. Liberty, which has pioneered major league broadcasts on a regional basis, last year beamed baseball to its affiliate stations in nine states, plus stations in five other states.

From 250 to 300 stations in cities from New Mexico to Virginia and embracing the whole Southeast, are expected to carry the broadcasts. Most of the stations subscribe to the network on a regular or permanent basis, Mr. McLendon said.

They also will carry a minimum of three hours other programming from Liberty in addition to the baseball broadcasts.

Agreements call for a minimum of 210 National and American League games—an average of eight per week—with double headers on Sundays.

Recreation Planned

Under the contract with the American League, a number of games will be re-created from Western Union facilities and fed out of Dallas. National League contests will be divided between "re-created contests" and those picked up "live" by Liberty's own staff. Mr. McLendon declined to elaborate on details involving direct coverage from NL parks.

A feature of the agreement is a provision which calls on Liberty Broadcasting System to air a minimum of 34 NL exhibition games beginning March 11, Mr. McLendon said.

He said that the network has had ""numerous offers" from national advertisers for sponsorship of the games, but that Liberty would offer them to stations for local cooperative sponsorship.

Seventy percent of those stations signed by Liberty up to the present are independents, but the network hopes to sign affiliates of the four major networks in cities where independent outlets are not available.

The "Home of the Champions" network coverage will be sponsored by P. Ballantine & Sons and Atlantic Refining Co. under contracts signed last week in New York with the Yankees through J. Walter Thompson Co. and N. W. Ayer & Son.

The "Home of the Champions" 12-station network [BROADCASTING, Feb. 20] will make available to stations in upper New York state, Pennsylvania, Connecticut and Massachusetts 111 of 154 scheduled New York Yankee games; remaining 43 are arc-light contests.

Of the available total, actually only a minimum of 100 games probably will be carried by individual station, it was explained. In the case of stations in territories of minor league clubs within the 50-mile radius, the maximum may be as low as 15 games, it was pointed out.

Stations will exercise the right of refusal of certain games, espe-

(Continued on page 16)

LBS EXPANDS

150 Affiliates Under Contract

PLANS for expansion of the Liberty Broadcasting System, and for scheduled opening of offices in New York by April 1, were revealed last week by Gordon McLendon, president of the company.

The network intends to enlarge its present baseball coverage to a number of additional major cities (see story page 15) and to increase its programming schedule appreciably in the coming year, Mr. McLendon told BROADCASTING.

By April 18, Liberty hopes to have from 250 to 300 stations—most of them independents—in the fold, with a goal of 18 programming hours daily in all 48 states by 1951. About 150 stations already are signed or being signed, he indicated. Identity of stations will be disclosed later, he added.

Site Undetermined

No location has been selected for the New York Office, Mr. McLendon said, but he thought a site would be chosen shortly following current negotiations in New York City. The network operates regional offices in Charlotte, Atlanta, Denver, Los Angeles, Little Rock, Ark., and in other cities.

The present 150 stations under contract, according to Mr. McLendon, will extend to major cities in 33 states. Last year 71 stations in nine states carried Liberty programs.

Mr. McLendon said full details on the network's expansion, along with appointment of a New York sales manager, will be revealed in the next fortnight pending conclusion of negotiations in New York.

Liberty Broadcasting System, under Mr. McLendon and James Foster, general manager, headquarters in Dallas, Tex.

Programming Plans

Mr. McLendon said LBS would move into other selected markets throughout the country—that is, major cities—and sign other key stations when expansion is deemed advisable. He envisions no penetration of the New England or other major eastern territories this year.

Programming, much of it to be aired immediately following baseball broadcasts, will likewise be expanded, he said. Plans have not been fully developed but already include a projected 1½-hour daily giveaway program with some $2,000 worth of prizes.

Mr. McLendon said he felt the Liberty Broadcasting System is the largest network of its kind in the country supplying baseball and other type programming. He pointed out that beginning in 1948 his network pioneered in regional baseball coverage with stations in five states. Further, he cited LBS expansion from some 40 stations early last year to 71 by last fall and finally to the present 150.

Mr. McLendon was in New York last week conferring with the Brooklyn Dodgers baseball club, whose games along with other National League contests will be covered by LBS. He also was negotiating for office space.

KLIF Dallas is a key originating station of the network.

Mr. McLENDON

PHILLIES' GAMES

WPEN Will Air Full Schedule

FULL baseball schedule of the Philadelphia Phillies including home, away and exhibition games will be broadcast this season by WPEN Philadelphia, the station announced last week. Atlantic Refining Co., Supplee-Sealtest and Ballantine Ale & Beer will alternate sponsorship of the broadcasts.

Play-by-play description will be handled by Gene Kelly. WPEN also will carry a daily quarter-hour show, *Here Come the Fightin' Phillies*, which will include interviews with players and fans, and stories of the Phillies and other National League clubs.

* * *

GENE KELLY (r) gets a few pointers on the national pastime from Benny Bengough, Phillies' coach, as the two meet at Philadelphia's Poor Richard Club.

ZAHRT TO BAB

Succeeds Lee Hart

MEG ZAHRT, former radio and public relations director of Polsky's, Akron, Ohio, department store, has been appointed to the staff of Broadcast Advertising Bureau, effective March 15, it was announced last week by BAB Director Maurice B. Mitchell [CLOSED CIRCUIT, Feb. 13]. Miss Zahrt will replace Lee Hart, now on extended leave of absence, as retail specialist.

Miss Zahrt

Miss Zahrt in her post at Polsky's, won many national awards for radio advertising promotion. She is the creator of *Lynn Lawrence*, shopping program sponsored by the department store, which has won recognition for three consecutive years in the annual awards given by the NRDGA. She introduced one of the first local women's programs in the retail advertising field.

Prior to joining Polsky's, Miss Zahrt broadcast as "Jane Adams" for Yeager's Dept. Store, also Akron, while occupying the position of advertising and sales promotion manager of the store. Miss Zahrt is also chairman of the Broadcast Advertising Committee of the Assn. of Women Broadcasters.

Baseball Coverage

(Continued from page 15)

cially in situations where minor league teams are playing at home, it was emphasized.

Agency and Yankee spokesmen declined to give any figures on the sum involved for the purchase of the package, but line charges alone were estimated to be in the neighborhood of $30,000.

Stations comprising the network are: WVET Rochester, WROW Albany, WAGE Syracuse, WGAT Utica, WXRA Buffalo, WKOP Binghamton, WLEA Hornell, WCBA Corning, WALL Middletown, all New York; WKNB New Britain, Conn.; WQAN Scranton, Pa.; and WSFL Springfield, Mass.

Three of these stations—WGAT WLEA WCBA—are within the 50-mile radius of the Yankee territory. Negotiations also are underway to add stations, still unselected, in Malone, Watertown, and Kingston, all New York, and Williamsport, Pa.

WINS New York will serve as the key originating outlet with home and road games to be aired "live" by telephone lines to other stations. WINS has broadcast rights to all Yankee games under sponsorship of P. Ballantine & Sons and General Cigar Co. (White Owl Cigars). Mel Allen and Curt Gowdy will handle announcing chores.

Spot Arrangements

Under present arrangements, the Ballantine spots will go out over WINS to the whole network, but in place of the alternate WINS sponsor, General Cigar, the broadcast will shift back to the studio for the Atlantic spots to be aired over the network.

Also under consideration, it was learned, is an arrangement whereby stations of the Rural Radio Network might receive certain Yankee game coverage, by means of radio relay through WHCU Ithaca, New York. The station has conducted certain engineering tests on the practicability of feeding games to Troy, N. Y. and other points served by the Rural Radio Network, according to Michael Hanna, WHCU general manager, who said the project is still in the discussion stage.

Meanwhile, MBS has designated Al Halfer to handle announcing duties for its proposed "Game of the Day," to originate in American League baseball cities. Mutual reportedly is set to offer the last four and a half innings of all games to local stations for cooperative sponsorship in the event no national advertiser contracts for the 80-game schedule.

A number of major league baseball clubs have been approached from time to time for regional recreation and live rights to their games for different segments of the continental U. S. and from as far as Hawaii and Alaska.

It is known that baseball managements have proceeded slowly and cautiously in view of the Justice Dept.'s acknowledged promise to review periodically the whole question of baseball's interstate commerce aspects. Obviously, regional network coverage rights would fall within the scrutiny of the department following its decision on baseball radio-TV coverage [BROADCASTING, Oct. 31, 1949].

It is further pointed out that the subject of network coverage beyond the "pat" 50-mile areas of individual clubs, currently is subject to Congressional, as well as Justice Dept., action on baseball's interstate nature. Two bills—HR 4018 by Rep. A. S. Herlong Jr. (D-Fla.) and HR 4019 by Rep. Wilbur D. Mills (D. Ark.)—now confront the House Interstate and Foreign Commerce Committee. Identical in text, they would seek to clarify the status of the baseball industry with respect to interstate commerce ramifications as implied in radio and television coverage, per se.

Another factor in the controversy, described as "legally touchy" by one New York major league club, which declined to be quoted, revolves around protection for advertisers who sponsor broadcasts and telecasts on a local basis or within the 50-mile radius.

FREQUENCY STUDY

Board May Affect Pending Legislation

THE PRESIDENT's new Communications Policy Board was preparing last week to launch its overall study of U. S. frequency uses and communications policies [BROADCASTING, Feb. 20], while Capitol Hill leaders pondered its effect on pending legislative activities.

Observers felt appointment of the board, long contemplated, sounded the death knell for the pending Sadowski Bill (HR 6949), which would set up a similar overall frequency allocations board on a permanent basis [BROADCASTING, Jan. 30].

House radio authorities, however, said overlap in functions of the President's temporary board and the Sadowski measure's contemplated permanent board had not yet been canvassed, but would be studied in an early meeting of the House Interstate and Foreign Commerce Committee, where the Sadowski Bill is pending.

Rep. Robert Crosser (D-Ohio), chairman of the commerce committee, said he also wanted to confer with Rep. George Sadowski (D-Mich.), chairman of the radio subcommittee and author of the bill, who currently is ill in Detroit but is expected to return to his office about March 1.

McFarland's Views

Sen. E. W. McFarland (D-Ariz.), chairman of a Senate commerce subcommittee engaged in a broad communications study with goals comparable to those assigned the Policy Board, said he considered the appointment a step in the right direction.

It will not, he said, affect his principal desire of securing passage of an FCC "procedural bill" at this session of Congress. He is the author of the so-called McFarland Bill to reorganize FCC procedures (S 1973) which already has passed the Senate and is now pending before the House commerce committee.

The House radio subcommittee headed by Rep. Sadowski is scheduled to begin hearings March 13 not only on the Sadowski measure but also on the McFarland Bill and presumably the new Sheppard Bill (HR 7310) to require licensing of networks [BROADCASTING, Feb. 20]. Plans for the hearings are to be reviewed upon Rep. Sadowski's return according to Rep. Crosser.

Sen. McFarland greeted appointment of the President's policy board as a welcome attempt by the government to lay down a general policy on communications. Such a policy, he said, has been particularly needed in the international carrier field, where he felt that various governmental bodies have been "running off in different directions."

He discussed the subject with President Truman during a White House conference Thursday afternoon.

FCC authorities, who had been consulted on plans for establishment of the policy group, were hopeful it would provide a solution of some of their most difficult problems.

The board's assignments included a review of domestic use of frequencies—by both government and private users—and the development of recommendations looking to more effective use.

Such a study has long been sought by non-government licensees who feel that government agencies, particularly the military services, are permitting scarce frequencies to lie idle and therefore should give up some of their spectrum space to private users.

Whether any additional frequencies might be gained for broadcasting, however, was a matter of speculation. Authorities noted that the special and safety services, which have mushroomed since the war, are making increasingly heavy demands for space. FCC Chairman Wayne Coy has suggested that non-broadcast services may eventually demand frequencies currently set aside for broadcasting [BROADCASTING, Feb. 20].

Broadcasting's best bet for additional channels, it was felt, is in the UHF—in the area of the frequencies allocated for expansion of television. This currently is the 475-890 mc band.

The "scarcity of radio frequencies in relation to the steadily growing demand" was seen by President Truman as "the most pressing communications problem at this particular time."

In a letter to Dr. Irvin L. Stewart, one-time FCC commissioner and now president of the U. of West Virginia, whom he named chairman of the policy board, Mr. Truman wrote:

Increasing difficulty is being experienced in meeting the demand for frequencies domestically, and even greater difficulty is encountered internationally in attempting to agree upon the allocation of available frequencies among the nations of the world. In the face of this growing shortage, the problem of assuring an equitable distribution of the available supply of frequencies among all claimants, both governmental and private, is rapidly assuming major prominence.

Board Hopes

President Truman felt the board would be able to "recommend possible means for conserving frequencies, as well as standards for determining the relative priority of competing claims for frequencies, and possible administrative arrangements within the government for assuring, on a continuing basis, a sound and equitable allocation of the limited frequency supply."

Dr. Stewart told BROADCASTING that he hoped the board could hold its organizational meeting during March. At that time, he said, decisions should be reached as to staff facilities and procedures. Headquarters presumably will be in Washington. Goal for the final report and recommendations is Oct. 31.

President Truman's executive order specified the board's functions as follows:

. . . to study the present and potential use of radio and wire com-

(Continued on page 77)

GEORGE D. BAILEY (l), director of the Freedoms Foundation of Valley Forge, awards a foundation Freedom Medal to Harry Bannister, general manager of WWJ-AM-FM-TV Detroit for the program *24 Hours Under Communism*. First produced in 1948 and based on a series of *Detroit News* articles, the program was a dramatic-documentary depicting the changes to be expected in our way of life if Communism gained control. The medal was presented during a rebroadcast of the original program Feb. 6.

ARMY-AIR FORCE BUDGET

Radio Gets 40%

NEARLY 40% of the Army-Air Force recruiting program's advertising budget for next year is earmarked for radio and television, according to testimony before a House Appropriations subcommittee just realesed.

Figures revealed that out of a total outlay of $1,591,600 for the fiscal year beginning July 1, the Army-Air Force campaign calls for a national expenditure of $636,400 for radio-TV. The budget estimates were given the Congressional group by Col. N. F. McCurdey, deputy chief of Military Personnel.

Other media budget slices are $437,060, $358,740 and $159,160 for magazines, newspapers and car cards, posters, sales aids, etc., respectively.

It was further revealed last week that the Army is readying a $100,000 spot campaign in 52 key cities to advertise its Reserve Program.

These revelations closely followed nationwide protests by stations against donations of free time to organizations conducting paid advertising campaigns in other media. Widespread action by stations on the abuse of radio's traditional offer to donate its time to public service causes has been indicated.

This subject was crystallized when the NAB Unaffiliated Stations Committee early this month [BROADCASTING, Feb. 6] adopted a resolution calling upon the NAB board to review the entire problem of free time.

Stations Informed

Broadcast Advertising Bureau and national station representatives had been keeping stations informed on the relation of the Army campaigns. The BAB has scheduled talks with the Army.

The figures presented to the House subcommittee include anticipated outlay for radio-TV production and for time placement in the joint recruiting drives. While the breakdown on estimated expenditures did not specify the division, a review of the past four years' spending for radio shows an average split of about 14½% for time buying and a little more than 17% for production costs [BROADCASTING, Feb. 13].

It was understood that next year's budget would permit only network time purchase because of money limitations. Local and spot purchases usually are left to individual Army commands throughout the country. They have individual advertising budgets.

Col. McCurdey told the Congressional group that the recruiting program of the Army and the Air Force plans to meet the demands of procuring 253,800 voluntary enlistments. Of the entire program, he said, an approximate 27% chunk of the allocations would be used "at the grass-roots level by allocation to Army areas for direct advertising" in local media.

Agency handling the Army-Air Force account is Grant Advertising of Chicago. It received an 18-month contract last January. It's predecessor was Gardner Advertising. Will C. Grant, owner of the Grant agency, has recommended the use of radio by the Armies and has indicated that his agency has set up a package of radio ideas to be presented to Army commanders.

Sales Crops Grow . . . . . for Allis-Chalmers With Its 'National Farm and Home Hour'

GEORGE HUFSTEDLAR, of Allis-Chalmers tractor sales department, demonstrates the firm's Model G tractor during the International Livestock Exposition in Chicago.

* * *

By JANE PINKERTON

IT'S NO COINCIDENCE that the sales volume of Allis-Chalmers Mfg. Co.'s Tractor Division, Milwaukee, zoomed fivefold in 10 years between 1939 and 1949.

Although the increase in business during the mid-40s was attributable to a pent-up demand and limited production during the war, radio stepped in to hold the line—and even further increased sales. It was just five years ago that W. A. Roberts, executive vice president of A-C and head of the Tractor Division, decided to sponsor NBC's *National Farm and Home Hour*.

The reasons were manifold—to perform a service to agriculture, to back up efforts of national salesmen, to establish a brand name in minds of potential customers, to keep that name ahead of competition and to establish prestige. Then and now, Mr. Roberts knows that "prestige can't be bought. You have to gain it."

The Tractor Division, a recent outgrowth of the General Machinery Division which dates back to 1847, retained a subordinate role nationally in farm machinery production until about 10 years ago. At that time it was eighth in sales among farm equipment manufacturers. Today it is third.

The Tractor Division, which sponsors the oldest agricultural show on the air, pays about $500,000 yearly to gain Mr. Roberts' objectives. The company declined to release any official figures, however.

National Farm and Home Hour, aired Saturday, 1-1:30 p.m. (EST), adds up to an expensive package (on paper) for a half-hour weekly show because of heavy remote costs and time charges on the full NBC network. In addition, a live repeat broadcast is aired for 32 stations in Mountain and Pacific time zones. Show talent includes an m.c., 31-piece orchestra and conductor and a male quartet — maintained even when remotes are broadcast. Because the client wants complete coverage, any station joining the network will be bought.

The program's concept pre-dates sponsorship by Allis-Chalmers. In 1923, when the *National Farm and Home Hour* was originated at KDKA Pittsburgh by Frank Mullen, NBC conceived it as a service to agriculture and farmers. It became a daily, noontime feature in October 1928 on the full network when it moved to Chicago. Throughout the years, the show has been produced by the network in cooperation with the U. S. Dept. of Agriculture. It had never been commercial until Allis-Chalmers picked up the tab in 1945.

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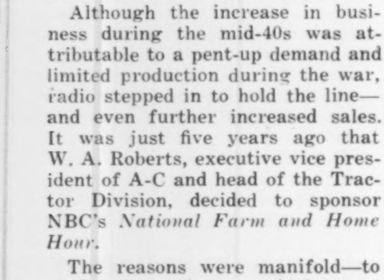

NBC
THE NATIONAL FARM AND HOME HOUR
EVERY SATURDAY ON

IT'S A BEAUTIFUL day in Chicago, *National Farm and Home Hour* M. C. Everett Mitchell (r) says, as agree Producer Herb Lateau (l) and Kenneth C. Gapen, chief of the radio and television section and assistant director of the information service, U. S. Dept. of Agriculture. Mr. Gapen bulletins USDA *Headlines* on each Allis-Chalmers show.

Gaining momentum toward becoming a national institution, the *Farm and Home Hour* in one year broadcast 56 events from 25 different states and a foreign country, and was credited with lifting the National Corn Husking contest from a minor event to one of national importance. In 1941, when NBC's Red and Blue networks were split, the show went to the Blue (ABC). William Drips, NBC's old-time agriculture director who resigned less than a year ago, went along with the show, where it was aired six times weekly.

With the passing months the strip was cut to twice and then once weekly, and finally dropped because ABC lacked enough rural power stations for comprehensive coverage.

Returning to NBC, the program was sold to Allis-Chalmers Sept. 15, 1945. Although the network's policy had been to keep the *Farm and Home Hour* sustaining, most available network time had been sold during the war, and commercial shows took precedence in scheduling. To keep it on the air, network executives recommended sale.

One rural broadcaster, commenting on the program's uniqueness, terms it "the only radio show with a marriage between agency, network and government agency." It is also the only known sponsored program which has the full cooperation of a government agency—the U. S. Dept. of Agriculture. Each opening introduces it as a service of Allis-Chalmers, in cooperation with the USDA.

Flexibility Keynote

Throughout 27 years, the show has been geared to flexibility so that farm events of national interest can be covered news-wise on a moment's notice. Since Allis-Chalmers assumed sponsorship, the show's purposes are twofold—to serve agriculture (and serve it well) and to build good will for the Tractor Division. Holding the reins on these objectives are Gerald N. Seaman, radio executive at Bert S. Gittins Agency, Milwaukee, who spends 90% of his time on the account, and Paul Visser, of NBC Chicago's agricultural staff, who succeeded Bill Drips.

Mr. Gittins and Mr. Seaman back up the theories of Tractor Chief Roberts. Mr. Roberts is convinced that if the show is a good service to farm people and the farm industry, farmers will be honest enough to realize it and to realize who is doing it. Purchase of equipment, he believes, leans on the local salesman, bolstered by help from "someone else." In this case, someone else is the *National Farm and Home Hour*, which helps get the salesman's foot in the door, reminds purchasers of the brand when they go in to buy, and keeps the trade name atop the list.

In five years, the Allis-Chalmers name has become a password among farm people. Show personalities and producers cooperate yearly with several hundred representatives from trade groups, agricultural colleges, Future Farmers of America, 4-H Clubs, experiment stations, extension services and professional and service organizations. Each group is given time on the air if there is an interesting news or service angle.

The twin goals—service to listeners and product good will—are aimed at in editorial content as well as in commercials. Spots consistently stress practical ways to improve agriculture and to sell the idea of power farming, associating A-C with both. Agricultural news, sound farming advice and coverage of major events are rudimentary.

The *National Farm and Home Hour* tells the story of American agriculture, ways of farming and production, market characteristics and problems of each farm commodity and area. National secretaries of agriculture and other key government officials have appeared before the microphone to assist the program's service to agriculture.

Long-Run Gain

A-C executives gambled on a long-run game when they voted to buy a big chunk of radio five years ago. The long-run gain was to be prestige. A-C pioneered among farm equipment makers in the use of radio, buying a 30-minute transcribed show on several stations in 1929 and 1930, transcribed spots in 1936 and '37, and live local talent shows in '37. The first regular network venture was in 1938, the *Allis-Chalmers Family Party* on NBC.

Television, at which agency and client personnel are flirting with hope-filled eyes, was first used by the firm in 1948, when the Tractor Division sponsored the International Livestock Exposition's grand champion steer judging on NBC-TV from Chicago. This was the first time the exposition was telecast, the first time the *National Farm and Home Hour* was telecast and the first time a major farm equipment company sponsored a TV show. It telecast judging and selection of the world's most expensive beefsteak in 1949 also. The picture reached more than two million homes in 25 cities on the interconnected TV network last November.

After the first telecast, Bert S. Gittins Agency stated in a brochure that it "clearly demonstrated a

BULLETIN BOARD OF AGRICULTURE
The NATIONAL FARM and HOME HOUR
A SERVICE TO AGRICULTURE

COMPLETED promotion of the *Farm and Home Hour* is approved by W. A. Roberts (r), executive vice president of Allis-Chalmers Mfg. Co. and head of the Tractor Division, which sponsors the show on NBC. Charles N. Karr (l), sales promotion manager of the Tractor Division, and R. L. Smith, radio director in the firm's advertising department, add their approval. Mr. Roberts believes his division has gained prestige in its five years of sponsorship.

BERT S. GITTINS (l) head of the Milwaukee agency of the same name, confers with Gerald L. Seaman, radio executive, on Mr. Seaman's upcoming itinerary for the *Farm and Home Hour*. Mr. Seaman writes all commercials, many of the scripts and visits each area in which a remote show is broadcast. Mr. Gittins' first account was Allis-Chalmers, which he got in 1935 on a 90-day trial and has had ever since.

* * *

definite place for TV in the transmitting of farm news and information."

A-C's direct and simple purposes are reflected in the *Farm and Home Hour* format. "The U. S. Field Artillery March," a rousing anthem which paces the show, leads in to familiar tunes played by Whitey Berquist and his 31-piece orchestra, The Homesteaders. All-time favorites—Stephen Foster and Sigmund Romberg—are standard, with an occasional pop tune which has caught the public fancy. The *Farm and Home Hour* quartet includes Tenors Wayne Van Dyne and Richard Paige, Baritone Edward Stack and Basso John McDonald.

Veteran Staff

Producer Herb Lateau, a 25-year radio veteran, organizes the music with Whitey Berquist. Mr. Lateau majored in music at Oklahoma City U., and acted with Walter Hampden and Katherine Cornell companies. He joined the NBC Chicago production staff in 1943. Robert Carmen of NBC's continuity staff is scriptwriter.

Show's individual trademark—"It's a *beautiful* day in Chicago!"—rang out to listeners for the first time one gloomy day during the depression. It's a daily greeting of M.C. Everett Mitchell, who took over the *Farm and Home Hour* job in 1930, four years after originating his first farm program, *The Farmer's Exchange*, for the network. Mr. Mitchell narrates *Town and Farm* on WMAQ (NBC) Chicago each morning. He was featured commentator on Firestone's *Champion Farmer* series, and first worked for Allis-Chalmers on the *Family Party* in 1938. He has an honorary doctor of letters degree from Carthage College (Ill.) for his work in developing understanding between rural and urban sections through farm radio.

Ken Gapen, chief of the radio and television service and assistant director of information for the USDA, gives timely tips in USDA *Headlines* each week. Mr. Mitchell announces the weekly market roundup prepared by the USDA.

Although the show's permanent origination point is Chicago, about 40 of 52 programs yearly contain major remote segments. No hour ever originates entirely in Chicago, as Mr. Gapen is fed in usually from Washington, D. C. Subjects of typical remotes: Methods of an Oklahoma conservationist who developed a system of soil judging; significance of an American Thanksgiving to a displaced Latvian family on a Michigan farm after years in a European DP camp; Texan pioneers in production of grain sorghum; feeding livestock for top quality meat; stubble mulch farming as an aid in reducing wind and water erosion.

Special Events

Special events have been carried as a secret of success from the sustaining to the commercial show, for they give the farmer a front seat to everything important in his business. Remotes are basic to the concept of bringing farm news, history and events from the spot where they happen by the people who make them happen. Personalities interviewed are non-professionals, except for radio farm directors from NBC stations and agriculture college representatives.

Remote costs pryamid the budget, and can be justified as an extra expenditure only if the news is good and has a lot of human interest. Mr. Roberts, however, set the rule a long time ago that cost should never be the deciding factor. For example, last Christmas Mr. Mitchell went to Boys Town, Neb., where the Boys Town Choir was featured. Total charges added up to about $1,000. "If it's worth doing an editorial feature, and worth reporting, then do it," says Mr. Roberts. Two foreign remotes were shortwaved from the World Poultry Congress in Copenhagen two years ago and from London last year, when a group of 4-H exchange students visited there.

Repeat broadcasts, live from Chicago, began Jan. 7 for 32 stations in Mountain and Pacific time zones. Allis-Chalmers wants the show heard locally there between 12 and 12:30. When only one live show and a few local repeats were used, some West Coast dealers complained that their customers were getting the show at 10 and 11 a.m.

Perhaps the most unique feature of this commercial show is the lack of hard-selling commercial messages, "Without any doubt, the *Farm and Home Hour* uses some of the best institutional commercials in radio," according to Paul Visser. Only two brief mentions of the firm are made, at show's open and close.

Standing orders have been issued for commercial copy to be cut whenever more time is needed for editorial matter. Any public service message requiring another minute or two for elaboration frequently gets extra time from commercials.

No spots are used on the Christ-

(Continued on page 50)

* * *

FROM a pig show ring in Austin, Minn., a remote broadcast is handled by Paul Visser (front, l) of NBC Chicago's agriculture department, who interviews Carroll Pleger (r), superintendent of the show. About 40 of 52 shows per year are complete remotes from various parts of the country.

PROBLEM tacklers at the first Pacific Coast BMI program directors and librarians clinic held at KHJ Hollywood Feb. 15 included these roundtable and panel participants (l to r): Seated—Dixie Winters, KXLA Pasadena; Jane Russell, KFWB Los Angeles; Glenn Dolberg, BMI West Coast field representative; E. Carlton Adair, program director, Don Lee Broadcasting System; Beverly Carnahan, KFI Los Angeles; Ellen Drucker, KECA Los Angeles. Standing—Jerry Sybilrud, KMPC Los Angeles; Bill George, KGER Long Beach; Dale Babcock, KFI; Tom Hotchkiss, KFSD San Diego; Mary Ann Casey, KIST Santa Barbara; Warren Mead, KERO Bakersfield; Ed French, KFRE Fresno; Flo Wineriter, KXO El Centro, and Jerry Lee Precht, KGB San Diego.

RCA'S '49 REPORT

Net Earnings $25,144,279

THE YEAR 1949 was outstanding in RCA and NBC progress, marking a period of achievement for the parent corporation and its subsidiaries, according to the 30th annual report of Brig. Gen. David Sarnoff, RCA board chairman.

Net earnings of Radio Corp. of America in 1949 amounted to $25,144,279, equivalent to $1.58 per share of common stock, Gen. Sarnoff informed the board. This compares with $24,022,047 in 1948, when earnings after payment of preferred dividends were equivalent to $1.50 per share.

Net profit, after all deductions, was 6.3% of gross 1949 income compared to 6.7% in 1948. Total gross income from all sources amounted to $397,259,020, representing an increase of $39,641,789, compared to $357,617,231 in 1948.

RCA's dividend payments for 1949 amounted to $3,152,800 on preferred and $6,928,604 on common, a total of $10,081,404. Dividends paid during the last 10 years total $69,164,112.

NBC Covered

In discussing operations of its subsidiary, NBC, the report refers to 1949 as "a year of achievement in service to the public and a period of organization and expansion in television to meet the necessities of the new art and to maintain radio broadcasting at the highest possible levels." NBC's network lineup now totals 172 stations, with six owned and operated by the company, it was stated.

NBC's television network more than doubled in 1949, increasing from 22 to 56 TV stations of which five are NBC owned and operated. Coaxial cable or radio relays connect 26 stations and 30 non-interconnected outlets receive NBC network programs by kinescope-recorded film.

NBC made valuable contributions to the technical advance of TV, in addition to engineering improvements, according to the report, which adds: "A new experimental television station operating in the ultra-high frequency band was erected at Bridgeport, Conn., and was placed in operation at the beginning of 1950. This station will operate experimentally as a 'satellite' to NBC's television station in New York City, receiving and retransmitting the latter's signals. This experiment is expected to make important contributions to the solution of technical problems in ultra high-frequency telecasting."

In a joint statement for the RCA board, Chairman Sarnoff and President Frank M. Folsom declared:

"RCA observed its 30th anniversary in 1949. It was an outstanding year of progress. Public acceptance of RCA products and services lifted sales to the highest peak in the history of the corporation. Television's spectacular rise as a new service of mass communication, in which RCA has played a leading role, is without precedent in the industrial development of the United States.

Video's Rapid Growth

"Television achieved the going rate of a billion-dollar-a-year industry, to become the first American industrial enterprise to move ahead so rapidly in so short a time.

"At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion for public benefit. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing, broadcasting and communications.

"We have crossed the threshold of 1950 determined to progress in service to the nation and to people everywhere. RCA since its formation in 1919, has cooperated with the United States Government on matters of national security through research, engineering, communications and broadcasting.

"Continuing these activities in the nation's interest, RCA in 1949 cooperated with the Dept. of Defense in industrial mobilization planning."

Gen. Sarnoff and Mr. Folsom in their report to RCA's 199,340 stockholders list these achievements:

Expansion of television as a service to the public.

Development of the RCA all-electronic, high-definition, completely compatible color television system now being field tested.

Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction; also a new and improved 33⅓-rpm long-play record.

Advanced development of radar and its increased application to national security and safety at sea and in the air.

RCA reported it produced its millionth TV receiver in February of this year. Sales of radio sets and phonographs dropped in 1949, following the industry trend but picked up in the last quarter. TV set demand continues to exceed capacity, it was stated, despite plant expansion.

Development of the new RCA color system (see TV comparative tests summary, page 53) was described as an outstanding scientific achievement.

'LIGHTNING' PLANS

Waldorf Debut Cancelled

PLANS for a lavish presentation of "Lightning That Talks" at New York's Waldorf-Astoria Hotel before a thousand advertising executives were abandoned last week.

The New York subcommittee of the All-Radio Presentation Committee at a meeting last Tuesday voted instead to show the film at a luncheon meeting of the New York Radio Executives Club.

Last week's decision put an end to plans to spend $30,000 for a spectacular New York showing of the promotion film. Until a fortnight ago the event had been scheduled for March 1, with such luminaries as Gen. Dwight D. Eisenhower in attendance.

The film was to have been shown after a dinner at the Waldorf. Additional entertainment was to have been provided by big-name talent.

The first alteration of that plan came after the NAB board expressed disappointment in the film at its Phoenix meeting [BROADCASTING, Feb. 13]. It was decided to postpone the New York premiere until late March or early April, but until the meeting last Tuesday the committee was still intending to stage a glittering show despite the change in date.

No Official Explanation

Although the subcommittee did not officially explain the reasons for its decision last week to switch from the full-dress presentation to the much more modest showing before the Radio Executives Club, it was learned that the choice was motivated by several factors.

Not the least of them was the question, raised first by the NAB board and later by others, as to whether the film was worth a $30,000 presentation, it was said. This doubt was combined with other difficulties such as choosing an appropriate date.

The March 29 or 30 date that had been considered was rejected when it was recalled that both the Assn. of National Advertisers and American Assn. of Advertising Agencies would be holding conventions in Hot Springs, Va., and at White Sulphur Springs, W. Va., at that time.

Members of the subcommittee were doubtful that a later showing

(Continued on page 77)

DEFENSE

Radio Seen Ready In National Emergency

RADIO and its electronic companions in communications will not be caught napping should a national emergency arise. That is the assurance of top civil defense planners in Washington.

As speculation on such matters as government dispersal and an "alternate" capital city reached a new pitch last week, there was widespread evidence that radio's role—and communications as a whole—in time of emergency, faces review in high government quarters.

Officials indicated that the FCC would be included in any top priority list of executive agencies that would be retained in Washington under any proposed plan of departmental decentralization.

Key to drawing board plans for radio is the wartime AM-FM-TV emergency network [BROADCASTING, Nov. 21, 1949] on which progress is being maintained, officials said. However, the present feeling among planners is that radio could be converted into an emergency arm "overnight" should an attack on the U. S. by a foreign power develop.

Talk on overall civil defense was renewed during the week with the issuing of a statement by Dr. Paul J. Larsen, who becomes chief of the Office of Civilian Defense on March 1, and by the introduction of a resolution (H. J. Res. 419) by Rep. Chet Holifield (D-Calif.), a member of the Joint Congressional Atomic Energy Commission, to set up a seven-man commission to study the possibility of an alternate seat of government. Dr. Larsen is head of the AEC's Sandia Labs (Albuquerque, N. M.).

Dispersal of Agencies

Dr. Larsen suggested that federal facilities be dispersed and underground shelters for them be constructed as measures of protection for the national capital. He listed "at random" those agencies which could be moved to another site because of their non-essential nature in an emergency: The Post Office Dept., the Dept. of Agriculture, the Veterans Administration and the Treasury Dept.

Defense spokesmen, while pointing out that Dr. Larsen's statements were his own and not the administration's, told BROADCASTING that because of the essential nature of the FCC as the communications regulatory body, the agency would not be included in any "list" of government facilities to be dispersed.

The commission proposed by Rep. Holifield would be headed by the Defense Secretary and would be made up of defense officials, and representatives of the Senate, House, judiciary and the Atomic Energy Commission. It would report to the President and Congress by Jan. 31, 1951. Study would include possible sites for a "substitute" government city and the administrative procedures to be followed.

Subsequent national defense peering into communications is probable by the temporary five-man Communications Policy Board named by President Truman [BROADCASTING, Feb. 20; also see page 17]. A defense official said the board most likely would concern itself with an investigation of the utilization of communications at time of a national emergency.

Other Hearing Possible

A similar study may be forthcoming when hearings are held by the House Judiciary Committee on the Holifield resolution. Rep. Holifield said his proposed commission "would investigate the measures which can be taken to ensure the continuous operation of the government of the United States in the event of attack by a foreign power."

Meanwhile, progress was indicated on certain electronic phases of civil defense with the revelation that a tentative schedule, subject to periodic change, has been set by the Munitions Board which lists equipment requirements in the communications field. The schedule will alter, officials said, with subsequent development of technical processes.

The whole operation of a communications set-up as a measure of national defense, as seen in the light of the trend toward dispersal and decentralization of the physical and administrative functions of government, follows the original theme as detailed in the book, *Star Spangled Radio*. Authors are Edward M. Kirby, former NAB public relations chief, and Jack W. Harris, general manager, KPRC Houston [BROADCASTING, Nov. 21, 1949]. Both served as executive officers in the War Dept., during World War II, formulating procedures and policies for vast radio networks here and abroad.

Still in the study stage is the possibility of making use of transit radio facilities in event of disaster. While applicable to situations created by flood or fire, radio-equipped buses also could be employed in a war emergency, defense officials believe.

Ben Strouse, general manager, WWDC-AM-FM Washington, capital franchise-holder of Transit Radio operations, said he had submitted a list of cities currently operating radio-equipped vehicles to Col. R. S. Stanford, civil defense communications officer. Mr. Strouse has reported both Col. Stanford and Lt. Col. Barnet W. Beers, assistant for civil defense liaison, as enthusiastic for wartime application of radio-installed vehicles. TR's role would be conversion of such vehicles to two-way radio.

Civil defense planners emphasize that their present problem in masterplan defense does not so much concern the central organizational group but lies in "getting the story across to the state and local levels."

VOICE OF DEMOCRACY

Final Festivities Set

PARTICIPATION of official Washington in radio's annual high school competition, the Voice of Democracy contest, marked week-long ceremonies honoring four young people who won national awards. Final events take place today (Monday) at Colonial Williamsburg, Va.

The winning students, selected from a million entries, were honored in a round of events that included the annual Voice of Democracy luncheon and greeting by President Truman at the White House Executive Offices.

On today's schedule are a noon luncheon at Williamsburg at which Gen. George C. Marshall, president of the American Red Cross, and the four students will be guests of John D. Rockefeller 3d. This afternoon the four will repeat their winning scripts in the historic House of Burgesses before Williamsburg high school seniors.

Broadcast Set

Final event will be a broadcast to the youth of the world by the four winners along with Gen. Marshall and Mr. Rockefeller. CBS and Voice of America will carry the program.

Presentation of $500 scholarships and certificates to the four winners took place Wednesday at a Washington luncheon, held at the Hotel Statler. Dr. Earl J. McGrath, U. S. Commissioner of Education, presided. He introduced Edward W. Barrett, Assistant Secretary of State for Public Affairs, who made the presentations. Ceremonies were carried on MBS.

Mr. Barrett recalled that the scripts demonstrated the unity of America and its strength as a fortress for free men. As Assistant Secretary of State he directs operation of the Voice of America, which recorded the ceremonies for later transmission to English speaking nations.

Gloria Chomiak, of Wilmington (Del.) High School, one of the winners, also delivered her script in the Ukraine language, similar to the Russian tongue, for the Voice of America. She said she spoke Ukraine and was able to read in four other languages. Her parents migrated to Alberta from Ukraine. She has had only four years of formal education.

Dr. McGrath said the Office of Education had endorsed the contest since its inception because it believes that youth represents the true strength of the nation and that "an affection for our way of life, and a true understanding of it" is sacred to youth's inheritance.

Clifford D. Cooper, of Alhambra, Calif., president of the U. S. Junior Chamber of Commerce, was a luncheon guest along with Justin Miller, NAB president, and Raymond C. Cosgrove, president of Radio Mfrs. Assn. The three associations sponsor the contest with

(Continued on page 77)

* * *

Flanking Sen. Johnson (center) are winners (l to r): Richard Chapman, Anne Pinkney, Robert Shanks and Gloria Chomiak.

Radiorama

FRIEDA B. HENNOCK (l), FCC Commissioner, and Rep. and Mrs. Franklin D. Roosevelt Jr. (D-N. Y.), stop for a chat during a cocktail party given by the Roosevelts in Washington. Later, Miss Hennock and the freshman congressman and his wife attended the Jackson Day Dinner at the Carlton Hotel.

FREEDOMS Foundation Awards presented at Hollywood Ad Club meeting are proudly shown by (l to r): Knox Manning, CBS news commentator; Lewis Allen Weiss, board chmn., Don Lee-MBS; Reese H. Taylor, pres., Union Oil Co., who presented awards; and Howard Conner, radio dir., Spiritual Mobilization.

SPECIAL citations from the United Hospital Fund are presented by Roy E. Larsen (center), *Time* and *Life* president, to WCBS New York and Phil Cook (r), veteran WCBS star, in recognition of the station's annual "Books for God Campaign." Don Ball, program director, accepts the award for WCBS.

GENERAL GEORGE C. MARSHALL (l) is interviewed in his hotel room by Carl Erickson, newscaster of WBEN Buffalo. Gen. Marshall stopped in Buffalo during the course of a national tour which he is making for the American Red Cross. He is now serving as president of the Red Cross.

TOM MOORE (l) get good luck wishes for his *Ladies Fair* on MBS from H. S. Thompson, adv. mgr., Miles Labs, which is sponsoring the show for Tabcin. Others are (l to r): Les Waddington, Miles radio dir.; Carroll Marts, MBS Central Div. mgr.; Jeff Wade, radio dir., Wade Adv., Chicago.

BEFORE *Happy Landing* (transcribed interviews with National and American Airlines passengers in New York) starts on ABC, the new show gets a last minute check by (l to r): Don Gardiner (seated), announcer; Bob Jennings, producer; Bob Harlan, director; Martin Levy, asst. producer; Bud Collyer, m.c.

COAST TO COAST

SAFFORD NAMED

Heads Ill. Broadcasters

MEMBERS of the Illinois Broadcasters Assn. unanimously elected Harold Safford, program director of WLS Chicago, president for the next year at the annual meeting in Springfield Thursday.

Leslie C. Johnson, general manager, WHBF Rock Island, is vice president, and J. Ray Livesay, president and general manager of WLBH Mattoon, is secretary-treasurer. Charles Caley, executive vice president of WMBD Peoria, was elected to the board of directors. Others are Charles Cook, general and commercial manager of WJPF Herrin; Arthur Harre, general manager, WJJD Chicago, and Merrill Lindsay, retiring president, and manager of WSOY Decatur.

FM broadcasters among the group attended an FM session Thursday morning, when Mr. Lindsay reported that he had been able to increase his rates 8⅓% because of augmented coverage through FM in surrounding farm areas.

Richard P. Doherty, head of NAB's employer-employe relations, was a surprise speaker at the afternoon meeting, which followed a luncheon for 40 members. He answered questions on labor relations from the floor. Mr. Doherty was introduced by Mr. Johnson, who said all Illinois stations should be members of NAB "if for no other reason than to take advantage of the employer-employe relations department."

FCC Actions

GRANT made by FCC in 1947 to WHOL Allentown, Pa., set aside technically by Commission last week and comparative proceeding designated for further hearing. Four stations granted ownership transfers. One AM and one FM authorization deleted. Details may be found in Actions of the FCC, page 40 and FCC Roundup, page 76.

REPEAT FEES

AFRA Complaint Hearing Set

HEARING of AFRA's complaint against McCann-Erickson Inc. for repeat actors' fees on MBS *Straight Arrow* is scheduled with the American Arbitration Assn. at Los Angeles, March 7. Judges will be Frank Mouritsen and David Smith for the agency, and Jerome Rosenthal for the union.

AFRA charges that the agency has not been paying $18.25 due each actor on the program for repeat broadcasts, over the original payment, a rule followed by all other agencies and stations. The MBS program is aired live from Hollywood to New York and taped for broadcast later in the West. The agency has defended its stand on grounds that the Taft-Hartley Act clause on payment of fees for services not rendered makes such payment illegal. The union seeks $12,000 in back salaries for actors since February.

RRN MEET

Affiliates Map Future Plans, Hear Progress Report

PRESENT expansion moves, program scheduling and future plans of the Rural Radio (FM) Network were discussed at a meeting held a fortnight ago in Ithaca, N. Y. The RRN is made up of 11 Upstate New York FM stations covering primarily agricultural areas.

New affiliate representatives and other delegates gathered for the sessions. Attending was Elliott Sanger, *New York Times* executive vice president in charge of WQXR-AM-FM New York, outlets for United Fruit Co.'s *Weather Roundup* fed from RRN.

Michael R. Hanna, general manager of RRN as well as WHCU-AM-FM Ithaca, presided along with R. Bruce Gervan, secretary, Rural Radio Foundation, and Donald K. Deneuf, assistant manager in charge of RRN. Affiliate representatives included: Robert C. Goodrich, manager, and Don Girad, program director, WFLY (FM) Troy; Searle Rudd, program director, WRUN-FM Utica; Glen Sprague, manager, and Sheffield Davis, sales manager, WWHG-FM Hornell, and Earl C. Hull, *Niagara Falls Gazette*, vice president in charge of WHLD-AM-FM Niagara Falls.

The rapid progress of the network since its foundation in June 1948 from six to 11 FM stations was outlined at the meeting. Later additions, it was pointed out, intensify network coverage of a 40-county, upstate area with a seven million population. Program changes in new affiliates' schedules from six hours to 13 hours daily since their affiliation also were stressed. It also was agreed to push the proposal of obtaining top-flight programs from member stations for network broadcast.

The network's sales staff forecast an increased use of time by producers of farm goods and services. At the same time members expressed great hopes for the future of FM. All stations reported increased distribution of FM receivers in their coverage areas with one member offering survey figures showing a 40% FM set-ownership for his community. Louis Saiff, manager of *Watertown Times* station, WWNY-FM, did not get to the meeting because of weather conditions barring his travel. Basic owned-and-operated RRN stations are: WFNF (FM) Wethersfield, WVBT (FM) Bristol Center, WVCN (FM) DeRuyter, WVCV (FM) Cherry Valley and key station, WHCU-FM.

FACTS About the Coal Crisis

For more than eight months, coal operators have been trying to make a contract with the mine workers' union. Before any new contract could be made, two union demands had to be eliminated:

1. Complete domination of coal production by the union, through its insistence on the "able and willing" and "memorial" clauses;
2. Insistence by the union on the power to exact enormous sums of money from employers to be spent as the union dictates on "welfare" for union members.

Federal Judge Richmond B. Keech upheld the view of the operators that these demands were not bargainable—were, indeed, *illegal.*

On "able and willing," Judge Keech said:

"Good faith does not permit such extraneous and unlawful provisions to be insisted upon by an employee group as a condition of wage agreement. To include such provisions would be tantamount to nullifying any agreement reached at its birth . . .

"The court concludes that insistence upon inclusion of the so-called 'able and willing' and 'memorial period' clauses in the negotiation of an agreement is a refusal to confer in good faith, and therefore a practice condemned by (the law)."

On union dictation and control of "welfare," Judge Keech declared:

"It is the opinion of the court that insistence that the welfare and retirement fund be administered so as to limit the benefits thereunder to union members and their dependents without compliance with the statutory requirements for a closed shop agreement, is in conflict with (the law)."

There can be no appeasement—no compromise—on these two fundamental issues.

AS TO THE SO-CALLED "MONEY ISSUES":

The ruthless power of the labor dictator is being used to "Kill the goose that lays the golden eggs."

Under the expired contract, wages, which the coal operators have offered to continue, are higher than those paid in any other major industry. The average hourly wage is $1.95 per hour, compared to $1.67 per hour in all manufacturing. This rate is also paid for lunch periods and "travel time," making the average underground earnings $2.40 per productive hour. In addition, vacation pay ($100.00 a year), social security, welfare and other payments increase labor costs to about $2.74 per productive hour.

Although the basic wage rate is $14.05 per day, on the basis of 6½ hours of actual work in underground mines, many rates are higher, so that the average daily pay amounts to $15.60.

If the additional labor costs are included, the figure is $17.81 per day.

Again and again, union monopoly in the coal industry has brought the country to the point of crisis to enforce its demands.

Since more than 60 per cent of the cost of mining coal is paid for labor, the price of coal to consumers has risen again and again.

Obviously, if this industry is to survive, there must be a stopping point.

Markets for coal are shrinking. It does not make sense to *raise* costs when markets are shrinking. That is the way to price the industry—operators—miners—railroads—retailers—out of the coal business.

The net effect is that union dictatorship is killing off the industry, is killing off jobs for miners. In the process, it is bringing suffering and hardship to all.

**The Coal Operators
Are Eager for a
Working Contract
with their Employees**

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING
WASHINGTON, D. C.

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE MONTHS: July-August, 1949

Total Coincidental Calls—This Period - 15,115

INDEX	HOMES USING SETS	WKDA	"A"	"B"	"C"	"D"
Total Rated Time Periods	25.3	21.7	26.1	22.0	18.3	10.1

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

RETAIL RADIO-TV

Use Seen Expanding

"HOW TO MAKE advertising more effective" was the theme of the sixth annual advertising conference of Ohio State U. and a highlight of the session was a radio-TV seminar in which a retail leader predicted increased use of radio and TV by retailers the nation over.

Howard Abrahams, manager of the sales promotion division of the National Retail Dry Goods Assn., predicted that while the amount spent for newspaper advertising and retail store display will decrease slightly this year, the amounts spent on radio and TV will continue to increase as they have for two decades.

Mr. Abrahams said that while in 1939 5.1% of sales were spent for advertising, the percentage decreased through 1948 when it was 4.2%. The indications for 1949 and 1950, he said, are that the percentage will rise to 4.6% when 1949 statistics are gathered and 1950 should be higher. He believes this increasing higher percentage of sales spent on advertising is essential for stores to maintain high volume and for our standard of living to surpass its present high level.

Check on Media

Since alert retailers check the results of all advertising ventures, and thus are able to check the effectiveness of all media, Mr. Abrahams believes radio and TV have a greater chance to earn more of the retail advertising budget as time passes. He said retailers are using radio more because of the personal appeal that radio can make. This helps the large stores overcome the "stigma" of bigness, and combined with the wide circulation radio can gain, it is the acme for mass, personalized selling that stores must have. Also, the use of beamed program technique in radio makes advertising economical when a store is promoting a single line or department, he explained.

Mr. Abrahams added that in recent years retailers are realizing radio can do a fine merchandising and promotional job for them and are utilizing it for those purposes rather than using radio for strictly institutional purposes. The flexibility of radio and the fact it can create quick acceptance are valuable to the retailers, he pointed out. Along with these advantages is the important fact that radio creates store traffic and word of mouth publicity cheaply, which is an effective booster.

Mr. Abrahams added that many stores experimenting with TV are making the error of using it only for institutional purposes, as they had with radio, when actually TV has proved itself to be a potent merchandising medium. He stated experience to date indicates retailers using TV are setting up additional budgets for it rather than cutting down on other media.

Kendall Foster, television director of William Esty Co., in a discussion of "Effective Television Advertising," emphasized, that while the actual dollar expenditure for television advertising is extremely high, the cost per thousand impressions is remarkably low, and is becoming lower every month.

In tests of his client's television programs, Mr. Foster reported that a boxing show in New York had a cost of $1.13 per 1,000 impressions per minute of commercial, while a Los Angeles program had a cost of 90 cents per 1,000 impressions per minute of commercial. However, the actual dollar outlay for TV advertising may appall certain advertisers when an economical weekly program on a network of 25 stations cost $750,000 for a year, or three spot announcements per week on 58 stations cost $350,000 per year.

To illustrate the decreasing cost per 1,000 impressions of TV, Mr. Foster related how a program in a poor adjacency had cost $60 per 1,000 in 1948, but the cost in 1949 for the same program had dropped to $6 per 1,000. Mr. Foster emphasized that the effectiveness of television advertising does not depend on the time or station, but on the program and the ingenuity put into it by the advertiser.

Co-Sponsor Benefits

He warned all concerned with television that to maintain the effectiveness of the medium and the double, triple and quadruple placement of commercials must be eliminated. He said experience has shown that the co-sponsorship of sporting events, for example, where one concern takes the first half, results in high sponsor identification and an economy for many limited budget advertisers.

Dr. Kenneth Baker, of BMB, reminded the advertising men not to lose sight of the great record of radio advertising, the fact that there are more sets, more listeners and more stations than ever before. This, combined with the fact more money is spent locally for radio advertising than nationally, indicates the wide fields open to the medium and the untapped business resources that are not yet radio users.

The director of research for the Biow Co., E. L. Deckinger, told the conference television viewing and the much publicized visiting of TV owners' homes by non TV owners will settle down to normal activities as TV ownership becomes more widespread.

In surveys conducted by his company and various universities, Mr. Deckinger found that TV owners of several years standing have virtually the same viewing habits as those who have had sets but a few months. This, he said, rules out the novelty aspect of TV and places it definitely into the scheme of American home life for good.

The surveys indicated that virtually no TV viewers have complaints on the commercials, while 66% feel TV programs are good, 33% feel they are fair and only 1% believe TV shows are poor. On the question of whether TV programs are improving 90% answered yes, only 1% said no. Mr. Deckinger believes this indicates an excellent acceptance of the medium and an indication of future satisfaction with it.

Most surveys show that among TV-owning families, 23% less time is spent reading magazines, 29% less time reading books and 72% less time attending movies. Newspaper reading time was down 5% in these homes. The upsurge of interest in drama is indicated in that 17% of those questioned viewed drama programs against 11% in 1948.

The keynote speaker of the conference, Donald Hobart, director of research for Curtis Publications, told the advertisers that constant research is necessary in our fluctuating, competitive economy in order to make our advertising and sales efforts more effective. Manufacturers must keep an ever constant watch on product uses, advertising appeals, on who buys, what they buy, and how much they can buy.

While selling and advertising is the key to our high standard of living and dynamic economy. Mr. Hobart emphasized that sales problems deal more with outlets and distribution, while advertising problems concern selling in the home—where people live.

Mr. Hobart believes advertising is the only way the enthusiasm of the manufacturer for his product or service can be carried to salesmen, retailers, clerks and consumers.

Network Business

(Continued from page 15)

$5,286,179; total, $15,425,427.

July: ABC, $2,788,151; CBS, $3,779,469; MBS, $1,133,315; NBC, $4,384,305; total, $12,085,240.

August: ABC, $2,544,096; CBS, $3,973,058; MBS, $1,119,364; NBC, $4,523,117; total, $12,159,635.

September: ABC, $3,077,282; CBS, $4,997,280; MBS, $1,178,388; NBC, $4,829,768; total, $14,082,717.

October: ABC, $3,404,683; CBS, $5,754,037; MBS, $1,667,482; NBC, $5,597,183; total, $16,423,385.

November: ABC, $3,406,989; CBS, $5,573,015; MBS, $1,316,963; NBC, $5,558,195; total, $15,855,162.

December: ABC, $3,656,492; CBS, $5,774,939; MBS, $1,345,810; NBC, $5,631,643; total, $16,408,884.

THE NEW ERA IN *Thesaurus* BRINGS YOU A SENSATIONAL NEW SHOW
starring

8 of the biggest names in jazz!

JIMMY LYTELL
and the "DELTA EIGHT"

OLD NEW ORLEANS

HAPPY DIXIELAND JAZZ AND BLUES!

Jimmy Lytell and the "Delta Eight": *Jimmy Lytell*, clarinet; *Will Bradley*, trombone; *"Yank" Lausen*, trumpet; *Paul Ricci*, tenor sax; *Dave Bowman*, piano; *Bob Haggart*, bass; *Tony Mottola*, guitar; *Bunny Shawker*, drums.

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the *new era* Thesaurus show "Old New Orleans."

Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

"Old New Orleans" is just one of your many big salesbuilders in the *new* Thesaurus. *New* Thesaurus gives you more practical help than ever before. You get more big-name stars, *comprehensive* programming and promotion, a steady flow of *current* material. Scripts by network-experienced writers ...lots of production "extras." Wire or write today for full details.

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

HAYES FILE SUIT

Seek $25,000 From Crash

TOTAL of $25,000 damages is demanded by Sam Hayes, NBC Hollywood newscaster, and his wife, Sally, in suits filed in Los Angeles Superior Court as an aftermath of a plane crash last Oct. 1 in which they were injured and Buddy Clark, network singer, was killed [BROADCASTING, Oct. 10, 1949].

Mr. Hayes asked $10,000 and his wife $15,000. Defendants are James L. Hayter, plane owner, and D. W. Mercer, pilot. Seriously injured also were Frank (Bud) Berend, NBC Western Division sales manager, and Jennings Pierce, NBC Western Division manager of public affairs, station and guest relations. The party was returning from the Stanford-Michigan football game at Palo Alto, Calif., when the plane crashed in a Los Angeles residential district.

Drawn for BROADCASTING by Sid Hix

"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

RTDG PACT

ABC, NBC, CBS, WOR To Sign

AGREEMENT on a new contract covering members of the Radio and Television Directors Guild (AFL) employed by ABC, NBC, CBS and WOR-AM-TV New York was reached in New York last week following a meeting of network officials and union representatives with the New York State Mediation Board.

According to terms of the new contract, to be signed sometime this week, radio and television directors will receive a top weekly minimum of $145 [BROADCASTING, Feb. 6] and associate directors a $100 top minimum. The contract, retroactive to Jan. 1, 1950, expires June 1, 1952. About 360 directors are involved.

Directors working on commercial shows will receive 80% of the prevailing free lance rate schedule governing AM network productions. No schedule of commercial fees was set up for TV directors, sum to remain subject to individual negotiations.

It was learned, however, that the contract contains a clause which provides for reopening of negotiations for assistant TV directors Nov. 30, 1951—six months before expiration of the new contract.

Fees Point of Dispute

According to a guild spokesman, the question of commercial fees, involving agencies and advertisers directly, had been a primary point of dispute.

The agreement followed a number of negotiational sessions during which it had appeared that the directors' guild would strike the networks before the latter submitted counter-proposals finally agreed upon.

The strike tentatively had been set for midnight Jan. 31, a month after expiration of the old contract (which was extended), but was forestalled at the request of the State Mediation Board.

The guild originally demanded a $70 increase from $130 per week to $200 for radio directors and a $170 boost from $130 to $300 for television directors.

Hearing Designated

APPLICATION of A. D. Ring & Co., Washington consulting engineering firm, for radio facilities to aid in the adjustment of directional antennas for standard stations, was designated for hearing by FCC last week to determine whether such authorization falls within the eligibility requirements of the Commission's special industrial radio service. FCC indicated it wished to determine if such use could be considered regarding production and construction of directional arrays.

WJR, WWJ

UAW Files Complaint With FCC

LICENSE RENEWAL hearings for both WJR and WWJ Detroit were requested last week by Emil Mazey, international secretary-treasurer of UAW-CIO, in a formal complaint filed with FCC. He charged the stations with refusing to sell or otherwise make available time for discussion of the issues in the strike at Chrysler Corp.

Harry Bannister, general manager of WWJ, denied the complaint and recited his earlier statement that in all disputes involving the public interest free time would be given provided both parties to the dispute mutually participated. He had outlined this policy earlier in the month in a letter to Luckoff, Wayburn & Frankel, advertising agency for UAW-CIO which sought commercial time [BROADCASTING, Feb. 6].

Similarly, WJR termed the complaint "groundless" and said it first heard of the request for time when newsmen called to get WJR's reaction to the union's complaint to FCC.

Mr. Mazey, addressing his petition to FCC Chairman Wayne Coy, requested renewal hearings immediately so that "this matter can be gone into in detail." He said the actions of WJR and WWJ "in preventing the residents of Detroit from becoming informed on the issues in the Chrysler strike are in direct violation of the Commission's decision" revising its policy on broadcast editorializing, issued last summer [BROADCASTING, June 6, 1949].

Mr. Mazey related the union, through its agency, on Jan. 31 asked to purchase a daily 15-minute period on WJR but was advised only a single half-hour weekly was available. He said WWJ was queried the same day with 6:15-6:30 p.m. Tuesdays and Thursdays and 7:45-8 p.m. Mondays, Wednesdays and Fridays being offered. But before arrangements could be completed the time was refused since Chrysler would not participate, the union spokesman said.

He observed that WWJ refused time only because Chrysler declined and termed this a violation of FCC policy because "the Commission has never allowed one party to a controversy to veto public discussion of that controversy." Mr. Mazey said "fairness . . . might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position" and if it fails, to continue to make its facilities available for reply if so requested after the original broadcasts.

WJR explained that upon learning of the complaint it checked its sales traffic department "and found that a routine request by telephone had been made by the union's advertising agency." WJR said the specific time sought was not available and alternate times were turned down. The station said it "did not receive any other correspondence from the agency or the union requesting time or pressing the issue further."

WJR said its policy on controversial issues is clearly defined. "It provides equal opportunity for opposing sides to present their views . . . whether the time is on a commercial or sustaining public service basis," the station explained.

Mr. Bannister, in his earlier policy statement to the agency, guaranteed a minimum of one hour of Class A time weekly without charge for "joint" use of both parties in the controversy. He said additional use of WWJ's facilities would not be available to either party during the duration of the strike.

FOR THE FACTS ON THE CINCINNATI MARKET

•

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Taylor to L&M

JACKSON TAYLOR, former vice president and director of McCann-Erickson, New York, effective March 1, will join Lennen & Mitchell, New York, as an account group supervisor.

The

PAUL H. RAYMER COMPANY

proudly announces
the appointment of

REYNOLD R. KRAFT

as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field—13 of these years being spent as a specialist in Radio and Television.

During the past 5 years—as Sales Manager of NBC's network and local television sales—Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

Today the Paul H. Raymer Company is proud to make his services...and his outstanding experience freely available to television stations...advertising agencies...and television advertisers.

We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.

PAUL H. RAYMER COMPANY, Inc.

Radio and Television Advertising

New York   Boston   Detroit   Chicago   Hollywood   San Francisco

BROADCASTING HISTORY

Revised Edition Being Readied

REVISED edition of broadcasting's historical record, first published in 1946, under the title of *The First Quarter-Century of American Broadcasting,* soon will be in the printed stage, according to Arthur B. Church, president of KMBC Kansas City, Mo., who sponsored the first and second printings.

Three years of new events and accomplishments are being incorporated in the revised edition, Mr. Church said. In addition, he stated, there are extensive editorial revisions to bring the book into line with existing conditions evolving out of broadcasting's rapidly changing complexion of recent years.

Price incentives have been arranged for quantity purchases of the book by libraries, educational institutions, etc.

The revised edition is being prepared editorially by E. P. J. Shurick, formerly promotion director of KMBC, who prepared the original edition. Since leaving KMBC, Mr. Shurick has been promotion and research director of Free & Peters Inc. He joins CBS on March 1 as market research counsel.

Mr. Church has invited broadcasters to submit new material for publication consideration by addressing it in care of KMBC. "It is our earnest desire," he explained, "that this book come as close as possible to recording the true and complete story of broadcasting development to now."

The book was first introduced to the industry before the 1946 NAB convention in Chicago and presented in recognition of National Radio Week to President Truman at the White House. In compiling the first edition, Mr. Church pointed out, the entire broadcasting industry participated, milestone events were classified in chronological order and "firsts" established through challenge sheets issued to all American broadcasters.

AFRS Chief Engineer

JOHN E. DUNN, of the engineering staff of WNJR Newark, N. J., resigned last week to accept a post as chief engineer of the Armed Forces Radio Service in Germany, France and England. Mr. Dunn departs for Europe today (Feb. 27).

ATTENDING the finals in the third series of *Phillips 66 Talent Parade,* which were broadcast over WCCO Minneapolis are (l to r) Carl Burkland, general sales manager, Radio Sales, New York; Floyd Nordstrom, Phillips divisional sales manager, and Gene Wilkey, general manager, WCCO. Mr. Nordstrom presented the winner of the series a $1,000 scholarship award during the show.

WFMJ CHANGES

Ups Power to 5 kw on 1390 kc

WFMJ Youngstown, Ohio, on Sunday, Feb. 19, began operating on a new frequency with increased power. Formerly on 1450 kc with 250 w, WFMJ now is assigned 1390 kc with power of 5 kw. The change took place two days after approval was received from FCC.

The move received heavy publicity in the Youngstown *Vindicator* and in papers in towns throughout the WFMJ coverage area, according to Leonard E. Nasman, sales manager.

Studios and offices will remain downtown in the three-story WFMJ Bldg. at 101 W. Boardman St., Mr. Nasman stated. By an arrangement with WHHH Warren, Ohio, formerly operating with 250 w, both stations will be enabled to broadcast with increased power. WHHH having given up its present frequency—1400 kc—to permit WFMJ to go to 1390 kc. Simultaneously, WFMJ, by giving up its 1450 kc frequency, enables WHHH to go to 1440 kc with 5 kw power.

Mr. Nasman said WFMJ had been trying to get 5 kw since 1941. WFMJ and its FM affiliate are owned and operated by The WFMJ Broadcasting Co.

Associated Signs 18

SIGNING of 18 new radio and television station clients for its transcribed library and program service has been announced by Associated Program Service, New York. Additional stations are:

WERS and WBUR Boston; WHUC Hudson, N. Y.; WBAL-AM-TV Baltimore; WQQW Washington; KLMS Lincoln, Neb.; WNAO Raleigh, N. C.; WMVA Martinsville, Va.; WNEX Macon, Ga.; WCPA Clearfield, Pa.; WLCS Baton Rouge, La.; WUOA Tuscaloosa (University of Ala.); WMRY New Orleans; KOGT Orange, Tex.; KFVO Clayton, Mo.; CJRT Toronto, Ont.; KSMN Mason City, Iowa.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPHER
JOAN DAVIS · GROUCHO MARX
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTUM · FAMILY HOUR OF STARS
RED SKELTON · HELEN HAYES · GENE AUTRY
HORACE HEIDT · MYSTERY THEATRE · DINAH SHORE · CONTENTED HOUR
PHILIP MARLOWE · GANG BUSTERS · VAUGHN MONROE
HIT THE JACKPOT · WE, THE PEOPLE

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

64 $500.00 SALES...in ONE WEEK!

If WOW says it's good- I'LL BUY IT!
ME, TOO!

and

204 MORE LIVE PROSPECTS!

An Amazing Vote of Confidence in WOW!

Here's The Story...

WOW'S "Third Annual Farm Study Trip" was announced on January 11 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the "New South"; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, *within one week* 64 farmers responded—WITH CASH! 204 others in the same period wrote for information and application blanks.

**Co-sponsored by:* Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic. Iowa; Ross Wallace Agency.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office or telephone Johnny Gillin at Webster 3400, Omaha.

John J. Gillin, Jr., President & General Manager
John Blair & Company, Representatives

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

. . . *In the Public Interest*

THE PERSISTENCE of a telegraph operator at the Alaska Railroad depot and the coverage of KFAR Fairbanks, were important factors in saving the life of an Alaskan trapper who had severed an artery in his leg. A phone call notified the telegraph operator of the trapper's plight, and the help of a bush-pilot was enlisted in bringing the wounded man to medical aid. The pilot was unable to land in darkness, so KFAR aired messages to citizens to place lanterns on a smooth place and mark out a landing strip. Enough lanterns were set out to enable the pilot to reach the patient and bring him to safety.

* * *

Shirley Krieger Day

THROUGH an announcement by Wynn Hubler Speece on her *Neighbor Lady* show over WNAX Yankton, S. D., an 11-year-old victim of tubercular meningitis has a radio-phonograph, records and a bank account. After the announcement was read by Mrs. Speece, 703 letters were received, plus $207.75 in cash. All local programs on WNAX, a few days after the initial announcement, were dedicated to the little girl, and the day was designated "Shirley Mae Krieger Day."

* * *

Forum For Living

AN OPPORTUNITY for all high school seniors to win valuable scholarships to schools of their choice is given by a state-wide public service campaign entitled "Forum for Living." Forum is aimed at safety in the home, on the highway and at work. Students enter essays on safety topics in the contest and compete in a series of 14 weekly radio quiz shows concerning safety. Shows are being aired over WEEI Boston, WSAR Fall River, WLLH Lawrence, WOCB West Yarmouth, WMAS Springfield, WHAI Greenfield, WTAG Worcester and WBBK Pittsfield, all Massachusetts. Final winners will receive scholarships varying from $500 to $2,000.

* * *

Radio Rescues Mink

WHEN a forgetful motorist in Edinburg, Tex., placed a $2,000 mink coat on the top of his car and took off for San Antonio, he discovered his loss a mile later and called KURV Edinburg. The station aired an announcement asking the finder of the coat to return it. A taxi driver had seen it along the highway and picked it up. After hearing the announcement, he returned the coat to the motorist and received a reward.

* * *

News From Children

KSYC Yreka, Calif., was able to bring comfort to listeners who suffered from the effects of a snowstorm which isolated communities, school busses and tied up transportation on highways in the area. Children who had been stranded in busses were sent to nearby farm houses, and KSYC relayed information of their whereabouts to worried parents. In one case, the special events crew of the station broadcast an interview with a group of stranded students.

* * *

Record Reported

WCCO Minneapolis claims a record during a recent blizzard in that area. Between 5:30 and 8:30 a.m. one morning, the station aired 163 announcements from different schools which would not be open. The station's news department maintains contact with more than 250 school officials in the Northwest each winter for this and similar purposes.

* * *

Juice Coming Up!

WATERMELON juice is considered out of season at this time of year in Philadelphia, but WIP in that city aired with success a request for the liquid to aid a 17-year-old boy who was suffering from a kidney ailment. John Facenda broadcast the appeal upon request from the hospital. Within six minutes, a listener in Salem, N. J., called the station and offered two quarts of the juice which he had bottled and frozen the preceding summer. Next morning three more watermelon juice fanciers called WIP.

* * *

Radio Aids Scientists

VITAL experiments and other work in laboratories of Massachusetts Institute of Technology, Cambridge, Mass., were in grave peril when a power failure occurred there early this month. It was imperative that researchers get to their projects before damage was done by lack of light, heat and timing devices. Officials immediately called upon Boston stations to air appeals to workers at the institute to return there. Within half an hour, 150 researchers had reported. Most of the damage done can be remedied due to the prompt action.

Philco Dividend

PHILCO Corp. board of directors has announced a regular quarterly dividend of 50¢ per share on the firm's common stock, payable March 11 to holders of record Feb. 27. Board also declared a quarterly dividend of 93¾¢ per share on preferred, 3¾% Series A, payable April 1 to holders of record March 15.

ONLY ONE STATION **COVERS**
THE SOUTH BEND MARKET —
AND WHAT A MARKET!

WSBT

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper — look at any Hooper — for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

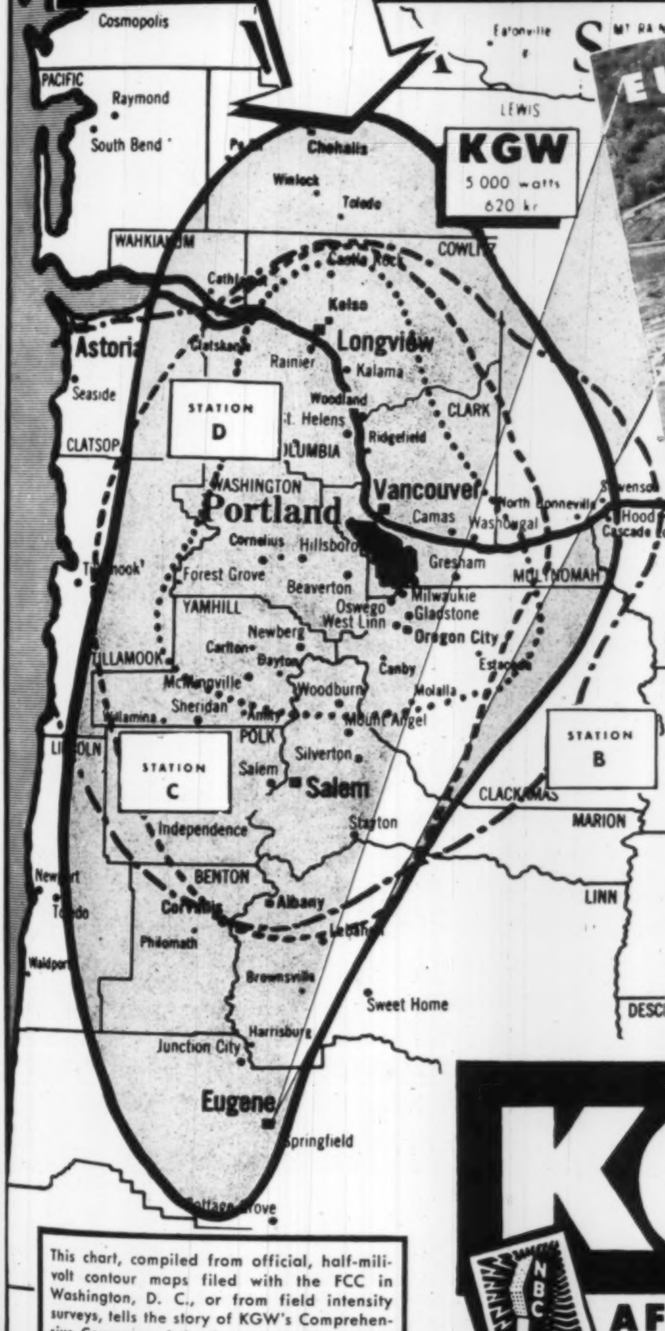
You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*


Cosmopolis
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Toledo
KGW
5 000 watts
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Astoria
Clatskanie
Longview
Rainier
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Seaside
STATION D
Woodland
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Forest Grove
Beaverton
MULTNOMAH
YAMHILL
Oswego
West Linn
Milwaukie
Gladstone
Newberg
Oregon City
TILLAMOOK
Carlton
Dayton
Canby
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McMinnville
Sheridan
Amity
Woodburn
Molalla
Willamina
POLK
Mount Angel
STATION B
LINCOLN
STATION C
Salem
Silverton
Salem
CLACKAMAS
Independence
Stayton
MARION
Newport
Toledo
BENTON
Corvallis
Albany
LINN
Lebanon
Philomath
Waldport
Brownsville
Sweet Home
DESCH
Harrisburg
Junction City
Eugene
Springfield
Cottage Grove

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

EUGENE (OREGON)

. . . the World's Lumber Capital

When a city has 300 sawmills harvesting in an adjacent timber supply of 2½ million acres (larger than the State of Delaware) then it can call itself the World's Lumber Capital . . . as Eugene does. And in a capital there's a market . . . in this case a rich expanding market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Lumber isn't the only prop to Eugene's economy. Agriculture alone yields 16 million dollars annually. Eugene's population has increased 35 per cent since 1940, helping Oregon during his period attain the greatest population growth in the nation. THROUGH COMPREHENSIVE COVERAGE, KGW DELIVERS EUGENE . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

THE LATEST WCKY STORY

HIGH RATINGS and LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI.

Look at some typical ratings* produced by WCKY programs of news and music throughout the day:

11.30-11.45 AM SEGMENT OF MAKEBELIEVE BALLROOM:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
6.9	4.3	6.3	5.1	4.0

1.15-1.30 PM SEGMENT OF WALTZ TIME:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
5.6	3.9	5.4	6.9	4.4

4.15-4.30 PM SEGMENT OF MAKEBELIEVE BALLROOM:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
6.3	4.3	4.0	8.3	4.5

5.30-5.45 PM SEGMENT OF SUPPER SURPRISE:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
7.5	6.1	4.3	6.8	4.7

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

** - Nov.-Dec. Pulse 8AM-8PM Mon.-Fri.*
*** - Standard Rate & Data Jan. 1950*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI
YOUR BEST BUY
IS WCKY

6.00-6.15 PM WCKY NEWS:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
7.7	6.0	6.7	5.6	5.1

6.30-6.45 PM SEGMENT OF DAILY HIT PARADE:

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
5.8	4.3	4.3	4.6	5.8

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

	WCKY	NET STA A	NET STA B	NET STA C	NET STA D
Open ¼ Hr. Daytime Cost**	60.00	70.00	68.00	239.50	60.00

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

WCKY	NET STA A	NET STA B	NET STA C	NET STA D
50,000 W	250 W	5,000/1,000 W	50,000 W	5,000 W

AND WCKY, WITH 50,000 WATTS, GIVES YOU A PLUS AUDIENCE OUTSIDE CINCINNATI EVEN GREATER THAN CINCINNATI.

MAKE WCKY YOUR FIRST CHOICE IN THE CINCINNATI MARKET

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

NAB's Future

WHAT SHOULD a broadcaster expect of his trade association?

There is no pat answer. It depends upon the class of broadcaster. Or maybe he is a telecaster. Or in FM as distinguished from AM. He may be network-affiliated or independent. He may be clear, or regional or local. His desires will vary with his walk in radio life.

There are fundamentals, however, on which there can be little disagreement. A trade association there must be, to serve as the advocate of Radio by the American Plan. To be effective, it must represent a majority of those in radio. It should embody every segment of radio and TV.

The NAB is and has been that trade association since 1923. Periodically, there have been rump movements to set up competitive groups. The NAB, although several times reorganized in tempo with the prevailing times, has survived.

There's controversy about the efficacy of the present NAB. As always, it depends upon whose ox is gored. There are those who feel their dues should not be spent for services to newcomers or to stations which might become competitors. There are those who feel the NAB should be stripped down to a Washington watch-dog operation. There are as many views as there are station classes.

Radio is controversial. That is because radio is potent—the most potent medium extant. Almost every citizen regards himself as a radio expert. Nearly every type of program, from mystery to quiz show, has been lauded or lambasted by people in every walk of life. Radio is so universal in its appeal that it is one of the principal subjects of conversation in the United States. Everyone listens. And that very popularity makes the media a constant subject for debate.

There's lots of intramural NAB talk. There must be fire behind that talk. In recent years, however, not a single piece of legislation adverse to radio has passed Congress. Radio really hasn't been hurt to any greater extent than any other art or pursuit in our more extreme New Deal and now Fair Deal economy. Whether the NAB is responsible for this isn't necessarily the point. The NAB was on the firing line.

The NAB board has found it expedient to order significant changes and to raise membership dues. This has been done to meet criticisms and the budgetary requirements demanded by the membership as reflected by their elected board members. To drop out of the NAB now or to remain out of it could seriously threaten its survival. There is no substitute or successor organization even in the talking stage.

An NAB convention is coming up next April. There will be an opportunity then to debate and appraise. If the NAB order should be changed, the membership can so decree.

Broadcasters are articulate. They can and should speak their minds. While radio operates in a gold-fish bowl to a greater degree than most lines of endeavor, there nevertheless are important and delicate aspects of trade activity that cannot be covered by press release.

Before passing judgment, it behooves those who are responsible for America's radio—by all yardsticks the most effective and successful extant—to listen to the evidence at the NAB convention in Chicago next April.

Democracy's Spokesmen

FOUR young Americans with very definite views on the operation of radio in a democracy are winding up a week's visit in Washington and Colonial Williamsburg as guests of broadcasters, set makers and the U. S. Junior Chamber of Commerce. They go back to their home towns with a new knowledge of government and of broadcasting.

In the third annual Voice of Democracy contest these four young people competed with a million other high school students in the industry's annual radio script contest. They won the four national awards by clear thinking and clear speaking on a subject close to the core of American freedom. Throughout the nation, young folk studied the basic elements of freedom and stated the facts in 28,000 high schools as they competed for the contest scholarships.

High praise goes to all who have taken part in this important force for freedom. To the million alert students who competed. To the associations that worked together in a cause close to their very existence. To the U. S. Office of Education for its participation. And to the joint contest committee headed by Robert K. Richards, NAB public affairs director.

Who Said That?

IT IS HARD to beat the FCC, even when you win.

Thinking back, we can recall no occasion when, in a competitive proceeding, an applicant appealed to the courts and won, and still got a grant when the case was remanded to the Commission. Applicants who are able to have an FCC decision set aside in court just haven't seemed to prove as well qualified as their rivals, in FCC's eyes.

Comr. Jones must have had something of this sort in mind in writing his dissent in the current Easton-Allentown case (story page 48). FCC's decision to grant an Allentown applicant and deny his competitors had been reversed in court last May. Last week, over Comr. Jones' dissent, four of his colleagues voted to reopen the case, which is already some four years old.

Comr. Jones protested that the court's decision "did not even suggest that more evidence be taken," much less require such procedure. The majority's decision, he continued, "may indicate a lack of facts to support a grant of the facilities to the earlier successful applicant, but that is not a sufficient ground for a *de novo* proceeding in this case."

So now, three years and nine months after the hearing, the applicants find themselves back where they started—facing a hearing. That is a long time to wait for nothing. The undecisiveness of the Commission's action is the more difficult to justify because it came a full nine months after the court's decision in the case.

Comr. Jones' dissent suggests the delay may be attributed at least partially to the law bureau. He speaks of the "grave responsibility" of "the Commission or its general counsel" in such matters. We quite agree.

This journal has long opposed the power which the law bureau seems to exert over the Commission and the dispatch of its business. Whether it is exerted consciously or unconsciously does not affect the fact that such power exists. And so long as it does exist, it will be impossible to say whether the Commission speaks with its own voice or that of ventriloquists in its law bureau.

Our Respects To—

ELIAS ISIDOR GODOFSKY

"THE VOICE OF LONG ISLAND" is not only WHLI Hempstead, N. Y., it is the voice of Elias Isidor Godofsky. Mr. Godofsky at 38 is president, general manager and major stockholder of his second radio station, WHLI and its companion FM outlet. He was formerly president and general manager of WLIB New York.

When Elias Godofsky threw the switch that put WHLI on the air less than three years ago, veteran radiomen were convinced that he was faced with almost insurmountable barriers. Only 20 miles from New York, Hempstead was well covered by the big city's major networks and independent outlets. A local station could never hope to compete against such odds, and would never secure more than a nominal audience and very few commercial accounts, they thought. The past few years have proved them wrong.

In his early radio years at WLIB, Mr. Godofsky developed a theory that an independent station competing in a great metropolitan market can only be successful if it gives its listeners something they want and are unable to get from the networks. Adhering to this theory, WHLI concentrates on the "local angle," not only in news broadcasts, but in all of its program format.

Mr. Godofsky's policies have paid off. WHLI has attained an enviable position in the strongly competitive Long Island market. It presents stirring documentaries with editorial point of view, but never deals with political matters on any level except in straight newscasts, or when political parties on their own allocated time discuss issues. Ever attuned to the undercurrent of public opinion, Mr. Godofsky insists that his newsmen devote 60% of all news broadcasts to Long Island stories.

Elias Godofsky is no stranger to what the public wants. He had his first taste in New York's "Newspaper Row." Between the years of 1930 and 1933 he worked as a reporter for the *New York Evening Graphic*, the *New York Journal* and the Standard News Assn. He worked up from a reporter's beat to owner of several weekly newspapers in Brooklyn.

It was the spoken word rather than the printed that eventually captured the imagination of Mr. Godofsky. In 1939 he sold the Brooklyn newspapers and began his radio career.

In association with Arthur Faske, a pioneer in commercial broadcasting, Mr. Godofsky devoted fulltime to WCNW (now WLIB). Until 1944 he acted as president and general manager of the station, at which time he and his

(Continued on page 42)

NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs

A RAMBLE IN ERIN

WITH

Pat Stanton

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager
John E. Pearson Co., Nat'l Rep.

MONDAY thru FRIDAY . . . .

11:00 P.M. TO MIDNIGHT

WOV

NEW YORK

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Many Inquiries

EDITOR, BROADCASTING:

I thought you might be interested to know that already we have received many inquiries on the nature of our teaser ad in BROADCASTING.

Mary Moran
Wellam Advertising Co.
Lansing, Mich.

* * *

Cites Readership

EDITOR, BROADCASTING:

This is a belated note of appreciation for BROADCASTING's flattering article about yours truly which Bill Thompson . . . wrote for the Jan. 23 issue. . . .

. . . Much fine reaction to the article emanated from my friends in the various agencies. This reaction immediately followed the issue and . . . denotes . . . BROADCASTING's readership list is well represented among high-ranking agency personnel. . . .

George R. Guyan
Western Sales Manager
WGN Chicago

* * *

Urges Excise Repeal

EDITOR, BROADCASTING:

Regarding . . . your editorial in the Feb. 13 issue. . . .

. . . Is it not true that there is at present a 10% excise tax on radio sets and that until now television had been excluded simply because nobody had thought of television when the tax was first inaugurated?

This 10% radio excise tax has been somewhat of a handicap to FM . . . inasmuch as sets incorporating only television and FM . . . subject to the 10% tax while television only sets were not.

I think everybody would be much better off if we would all exert a little effort toward eliminating the 10% excise on any radio or television equipment. . . .

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

[EDITOR's NOTE: BROADCASTING certainly favors the elimination of excise on all radio or television equipment.]

* * *

Teletype 'Thing'

EDITOR, BROADCASTING:

. . . In . . . BROADCASTING . . . (page 50, Feb. 13) you had a picture of . . . Bob Daniels (KDAL Duluth, Minn.) and his great invention of a "thing" . . . to counter teletype . . . static electricity. . . .

Believe it or not, that little item . . . saved one of our men's reason. His name is Bill Bohack and we had all been eyeing him rather suspiciously ever since he blurted out one day: "Look, the paper is climbing the wall."

Actually it was . . . when Mr. Bohack came up with HIS invention . . . he . . . placed a "thing" around the roller-bar of the paper . . . and . . . the paper got down off the wall and marched neatly along in the usual bulletin fashion. . . .

. . . Mr. Bohack's "secret" is . . . nothing more or less than a nice piece of Christmas TINSEL—just long enough to wind around the bar and stick its spiny ends against the paper. . . .

Joe Cummiskey
WPAT Paterson, N. J.

* * *

Mathematician

EDITOR, BROADCASTING:

Please check me on Mitch's Pitch formula.

$$\frac{\text{Time cost}}{\text{Program Audience}} = \text{cost per 1,000 impressions}$$

Wouldn't this be cost per listen-

(Continued on page 39)

CANADA'S ASCAP

Board Sets Copyright Fees

CANADIAN COPYRIGHT fees payable for 1950 by Canadian broadcasters to Composers, Authors and Publishers Assn. of Canada (CAPAC), Canada's ASCAP, were set at Ottawa by the Canadian Copyright Appeal Board at $292,618. Instead of paying less as requested by the Canadian Broadcasting Corp., the CBC will pay more fees this year—a total of $147,747, which includes fee for sets in Newfoundland, now part of Canada. The privately owned stations, represented by the Canadian Assn. of Broadcasters, will pay $144,971.

Fee is based on rate of 14¢ per licensed receiver at March 31, 1949, with each paying 7¢ per receiver. There is only one commercial broadcasting station in Newfoundland, two non-commercial privately-owned stations, and the remainder are CBC stations. There are 33,000 licensed receivers in Newfoundland. Last year CBC and CAB stations evenly split $272,164 in fees to CAPAC.

NBC ADDITIONS

8 Alaska Outlets Affiliate

AFFILIATION agreement between NBC and eight additional Alaska stations went into effect Feb. 15. The new affiliates are KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka, all owned by William J. Wagner, trading as the Alaska Broadcasting Co.

Effective the same date, KFAR Fairbanks and KENI Anchorage, owned and operated by the Midnight Sun Broadcasting Co., also joined the network [BROADCASTING, Feb. 20].

Facilities of the two groups have been made available to network advertisers on either a recorded basis or by shortwave broadcast transmission. All NBC programs will be broadcast by Magnarecorded tape made in Seattle and air-expressed to Alaska and via shortwave through the Alaskan Communication System.

The proposed rate schedule for affiliation with the Alaska Broadcasting Co. covers six stations which are available only as a group at a total package rate of $375 per evening hour, subject to network discounts and agency commission. Also available only as a group are the two Midnight Sun Broadcasting Co. stations with a rate set at $175 per evening hour. Both rates include all costs of delivering the programs and there are no cuts in announcement charges in either case, it was stated.

WPAT at 93

Servicing America's #1 Market!

NOW 24 HOURS A DAY

(5000 WATTS)

Stars galore

★ EMERY DEUTSCH
★ DAVE MILLER
★ MILO BOULTON
★ DON KERR
★ JOE COMMISKEY
★ JOHN H. FAULK

dials are swinging to 93

WPAT

PATERSON, N. J.

Owned and operated by the
Herald-News, Passaic-Clifton, N. J.

FOR THE FACTS ON THE CINCINNATI MARKET

•

➤ See Centerspread This Issue ◄

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

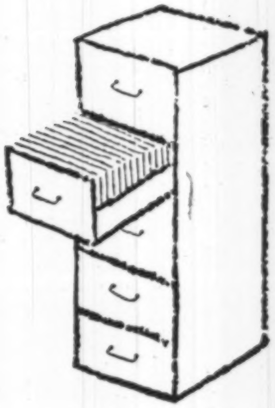
L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

how are your station coverage figures being filed?



. . . this way?

. . . or that?

The way your station coverage information arrives on a time buyer's desk makes a big difference in the way it is used . . . and if it is used at all. No matter how impressive your story might be, a poor presentation of these important facts can often mean a lost sale.

The correct interpretation and presentation of station coverage figures is just one of the reasons more and more stations of all sizes are turning to O'Brien & Dorrance. With a staff of experienced radio and TV promotion experts, O'Brien & Dorrance, Inc. is equipped to handle all phases of station promotion and advertising . . . from the design and production of direct mail folders, rate cards and trade magazine ads . . . to the dramatic, salesmanlike presentation of BMB, half-millivolt or mail-count coverage figures.

When you're ready for *searchlight* promotion at *candlelight* costs, think of . . . write to . . .

O'BRIEN & DORRANCE, inc.

ADVERTISING – SALES PROMOTION
160 East 56th Street, New York 22, N. Y.,
Plaza 9-5120

BRITISH RADIO

Liberals Urge Competition

GREAT BRITAIN's Liberal Party would like to see British radio engage in more competition—but not on the lines of American commercial broadcasting.

In a six-page document prepared by a special committee, the Liberals said their idea favors the systems of Canada and Australia. "We would be prepared to support a system similar to that in Canada and Australia, where chartered organizations are in competition with private enterprise stations or networks."

The document, submitted to the Beveridge Committee which is holding an inquiry into the state-owned monopoly, BBC, said safeguards would be needed against excessive broadcast advertising on private networks. British radio now has no commercials.

EARLE PEARSON

AFA Unit Director Dies

FUNERAL services were held last Tuesday (Feb. 21) at Pound Ridge, N. Y., for Earle Pearson, 64, director of special services for the Advertising Federation of America. Mr. Pearson died Feb. 18 at Northern Westchester Hospital, Mt. Kisco, N. Y.

Mr. Pearson, who joined the Advertising Federation in 1921, is survived by his wife, a son, Richard, and a sister, Miss Harriet Pearson.

Programs

ARRIVAL of survivors of crashed B-36 at McChord Field, Seattle, Wash., covered by KOMO that city. Interviews, lasting 30 seconds with each survivor, were tape recorded by station's news editor, Millard Ireland. Recordings were fed via NBC closed circuit to its *World News Roundup* next morning.

Spillway Opening

OPENING of Bonnet Carre Spillway, 35 miles from New Orleans, covered by WWL that city. Local celebrities, including Army engineer officers and deLesseps S. Morrison, mayor of New Orleans, were interviewed on remote broadcast by WWL. Spillway was opened to divert excess flood waters of Mississippi. It had been opened only twice before.

Series With Troopers

STATE Police of Maryland send representative trooper every Wednesday to *WAAM Sportsroom*, aired daily over WAAM (TV) Baltimore, 3-5 p.m. Trooper is interviewed concerning accident case histories drawn from police files. Hints concerning traffic safety, theme of show, are demonstrated by policeman. Station is donating time-signal daily to State Police's "Slogan of the Month" campaign. Announcer emphasizes safety theme while screen shows special slide made up by station's art staff.

Trial Coverage

TRIAL of Dr. Herman Sander, mercy-killing physican in Manchester, N. H., given on-the-scene coverage by WCOP Boston. Fulltime telephone line between courthouse and WCOP provides station with three reports daily from News Director Ron Cochran, who is in Manchester for trial. Three shows daily used to air material, with station interrupting any shows for important bulletins.

Canham Speaks

SPEECH titled "The Right of the People to Know," delivered by Erwin D. Canham, editor of *Christian Science Monitor*, aired by WSRS Cleveland. Speech was given at Cleveland Advertising Club luncheon. Among those attending were Nat Howard, editor of *Cleveland News;* Paul Bellamy, editor of Cleveland *Plain Dealer*, and Louis Seltzer, editor of the *Cleveland Press*.

Long-Range Telecast

FIRST six daily races at Hialeah Park, Miami, Fla., including feature event, are telecast nightly by WABD (TV) New York. Films are developed in truck which carries them to International Airport, Miami, and flown in four hour non-stop flight to New York where they are met and sped to station's studios. Races are described by Clem McCarthy, who does the voice live from studio. Features, human interest coverage and interviews with prominent track personalities are provided in films by Bill Corum, sports columnist for Hearst Publications.

TV Tests

AUDIENCE reactions to its current weekly telecasts on CBS-TV, Tuesday, 8 to 9 p.m., solicited by the Dept. of Defense in connection with its eight-week series designed to instruct its Organized Reserve Corps personnel. CBS is donating time for series, launched Feb. 14, which Army is using to test television as training medium for reserve components looking toward its use on regular basis. Series is supervised by Gen. Mark W. Clark, chief, Army Field Forces. Con groups of ORC personnel are esta lished within 40-mile radius of ea city to which programs are beame and each group is given set of que tions relating to value of television a training vehicle.

Cancer Series

THIRTEEN-week series of program titled *For the Living*, made available t stations by American Cancer Societ which is using broadcasts as part o its nationwide education program fight against the disease. Seri dramatizes known facts about cance its danger signals and methods us to combat it. Shows are 15-minut long and feature Edward G. Robins as narrator, and other Hollywood a radio personalities, all of whom ha volunteered their talents.

Looking Back and Ahead

TWO forum type programs, one co cerning last 50 years, and other spec lating on possible developments duri next 50, aired by WYBC Yale U., Ne Haven, Conn. Both forums were o hour long and moderated by Clean Brooks, English professor at unive sity. Panels for forums made up members of Yale faculty.

Canadian Purchase

ENO's Fruit Salts Co. has pu chased the half-hour transcrib mystery feature, *The Sealed Bo* for a 21 station coast-to-co schedule across Canada, Char Michelson Inc., New York, p ducer of the show, announced la week. Agency is Atherton & Cu rier. Canadian stations are:

VOCM St. John's, Nfld.; CKWX Va couver, B. C.; CFAC Calgary, Alb CJCA Edmonton, Alb.; CFQC Sask toon, Sask.; CKCK Regina, Sask CJOB Winnipeg, Man.; CFRB Toron Ont.; CHML Hamilton, Ont.; CF Ottawa, Ont.; CHOK Sarnia, On CFCO Chatham, Ont.; CKNX Win ham, Ont.; CHLO St. Thomas, On CKWS Kingston, Ont.; CKSO Sudbur Ont.; CJKL Kirkland Lake, On CJAD Montreal; CHSJ St. John, N. CHNS Halifax, N. S.; CJCB Sidne N. S.

WEEKLY schedule of *Cisco Ki* Frederic W. Ziv package, will be e panded to Mon., Tues., Thurs., 8-8: p.m. on WOR New York.

Smith Davis

ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, h made money. $265 million to be exact f Jan.-Sept. 1948. Farming is just one of 4 maj industries which together toted up retail sal of over $100 million in 1948.

A good portion of Montana's rich areas sit i the KGVO-CBS signal. And the best portio of sales in the area are KGVO-made sale Yours?

The Art Mosby Stations

CBS KGVO • KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

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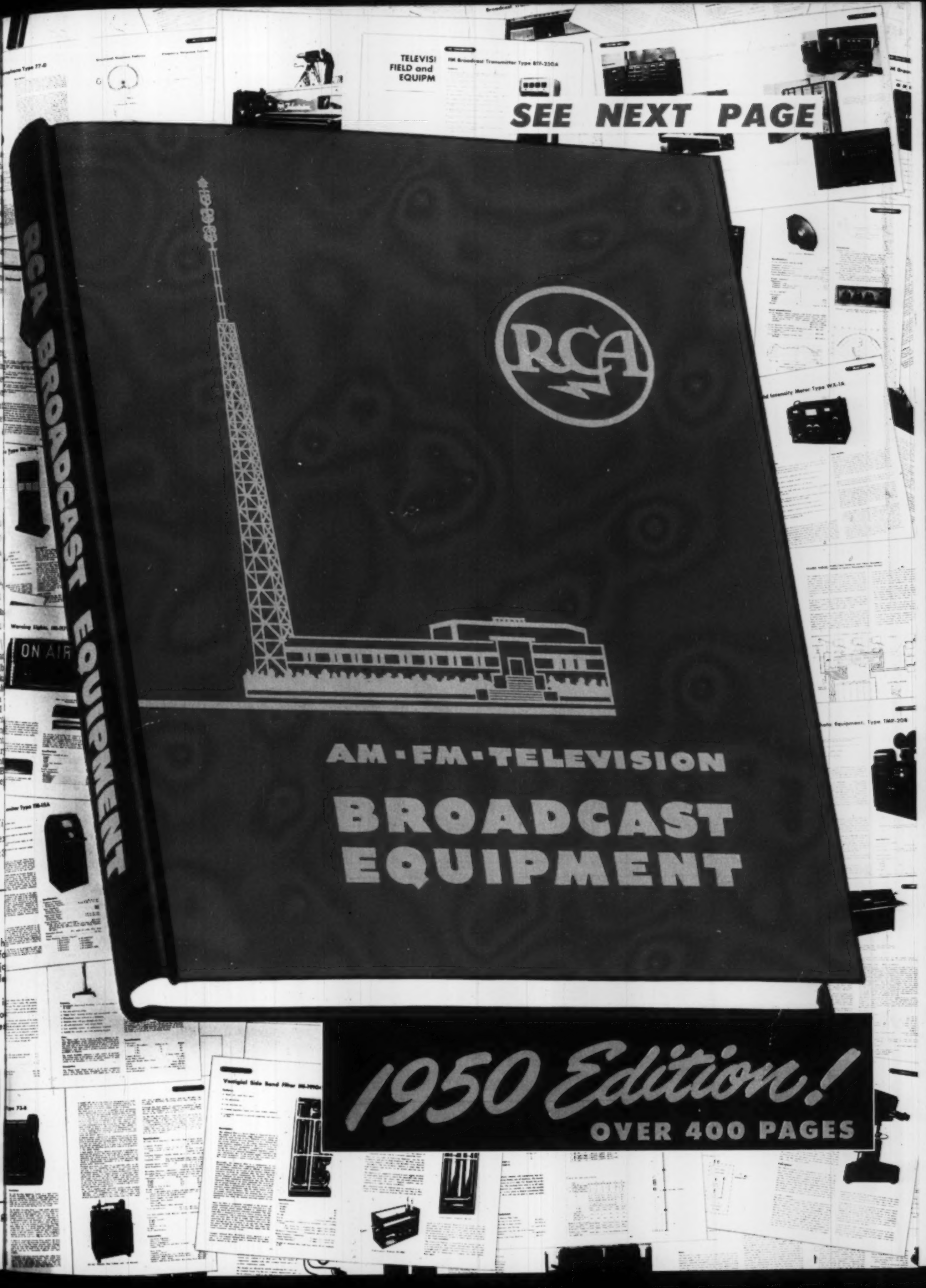
SEE NEXT PAGE
TELEVISI
FIELD and
EQUIPM
FM Broadcast Transmitter Type BTF-250A
RCA BROADCAST EQUIPMENT
RCA
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BROADCAST
EQUIPMENT
ON AIR
Vestigial Side Band Filter
1950 Edition!
OVER 400 PAGES

New BROADCAST CATALOG

RCA BROADCAST EQUIPMENT
RCA
AM·FM·TELEVISION
BROADCAST EQUIPMENT

Twice as big as 1948-49

The most complete data book in broadcasting

- **Over 400 concise pages of up-to-the-minute specifications and application data.**
- **1,068 clear illustrations, easy-to-read curves, and valuable diagrams.**
- **1,060 different equipment items covering every broadcast service—audio, AM, FM and TV.**

Just off the press—the most complete and authoritative equipment reference ever published for station men.

Containing more than 400 large-size pages of descriptive material, application data, and performance specifications *in a single volume,* the RCA 1950 Broadcast Equipment Catalog covers the entire line of RCA Broadcast Equipment—from Audio, AM, FM and TV equipment to test units.

Each item is described clearly and concisely. Each description includes easy-to-find features, equipment uses, and complete specifications. There are over 40 equipment groupings in all—indexed for quick reference.

If you work with broadcast equipment, here is the book you can put to work the minute you get it.

EQUIPMENT DESCRIBED

Audio Equipment, AM-FM-TV
Microphones
Custom-Built Equipment
Consolettes & Switching
Audio Amplifiers
Remote Equipment
Racks & Rack Equipment
Power Supplies
Turntables
Recorders
Loudspeakers

Video Equipment
Field Equipment
Relay Equipment
Mobile Unit
Studio Cameras
Film Equipment
Studio Control Equipment
Monoscope
Sync Generator
Amplifiers
Power Supplies
Studio Lighting
TV Accessories

Transmitters, AM-FM-TV
AM Transmitters
AM Phasing
FM Transmitters
AM, FM Tubes
TV Transmitters
TV Tubes
Crystals

Antennas, AM-FM-TV
FM Antennas
TV Antennas
Transmission Line Equipment
AM Antenna Tuners
Antenna Towers & Equipment

Test & Measuring Equipment
Measuring Equipment
Monitoring Equipment
Service Test Equipment

Other RCA Products
Sound Equipment
16mm Projectors
Theatre Equipment
Mobile Communications Equipment

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

STATION OWNERS, MANAGERS, CHIEF ENGINEERS!

If you have not yet received your complimentary copy, write us on station letterhead.

For additional copies, mail a coupon with your check or money order for $2.00.

Dept. 19-A, RCA Engineering Products
Camden, N. J.
Send me ___ new RCA 1950 Broadcast Equipment Catalog(s). I enclose $________ (check or money order).
Name________
Title________
Address________
City________ State________

Dept. 19-A, RCA Engineering Products
Camden, N. J.
Send me ___ new RCA 1950 Broadcast Equipment Catalog(s). I enclose $________ (check or money order).
Name________
Title________
Address________
City________ State________

BAR ASSN. MEET

Jameson To Represent FCBA

GUILFORD JAMESON, past president of the Federal Communications Bar Assn., is to attend the mid-year meeting of the house of delegates of the American Bar Assn. beginning today (Monday) in Chicago. He will be the first delegate to represent FCBA, now an affiliated national legal organization of the ABA.

Mr. Jameson

Among matters to come before the house of delegates of interest to radio will be reports by the ABA Section on Taxation and the Committee on Patent, Trademark and Copyright law. The tax section will consider a revision of Sec. 102 of the Internal Revenue Code which imposes additional taxes upon corporations declared to be unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders.

Mr. Jameson, member of the Sec. 102 committee, explained that in the December 1949 decision of the U. S. Tax Court in the KOMA Oklahoma City-KTUL Tulsa case, where the stations had withheld distribution of earnings on the ground that additional funds would be needed for FM and TV expansion, the court upheld the additional assessment levied by the tax commissioner. The latter had ruled that the stations failed to sustain the burden of proof imposed upon them to establish an immediate need for the use of additional funds.

The Sec. 102 committee, Mr. Jameson said, is to recommend that the statute be amended so as to shift the burden of proof to the tax commissioner, except in the most flagrant cases, and that additional taxes shall not apply if the corporation can show the funds are needed in connection with long-term planning, as distinguished from immediate needs.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Management

PAT FLANAGAN, formerly with WJLK (FM) and WCAP Asbury Park, N. J., WWBZ Vineland, N. J., and WINX Washington, appointed manager of WOXF Oxford, N. C.

VERL BRATTON, vice president and general manager of WKTY La Crosse, Wis., received into Radio Pioneers organization. He will complete his 24th consecutive year in radio this spring.

Mr. Bratton

KENNETH B. CARNEY, former executive for NBC on West Coast, elected vice president of KHON Honolulu.

J. W. KIRKPATRICK appointed general manager of WORD and WDXY (FM) Spartanburg, S. C., effective March 1. He entered radio in late '30s and was manager of WGTC Greenville, N. C., until 1941 when he joined Spartanburg Adv. Co., which then owned both WSPA and WORD. He was named station manager of WORD in 1947 when it was purchased by Spartan Radiocasting Co., headed by **WALTER J. BROWN**. Mr. Kirkpatrick resigned as manager of WORD and WDXY a year ago to become manager of WCOV Montgomery, Ala. **JOHN CARRINGTON** continues as WORD-WDXY station manager.

RICHARD L. PYLES, formerly manager of WWNI Wabash, Ind., and before that commercial manager of WCMI Ashland, Ky., appointed manager of WCSI (FM) Columbus, Ind., succeeding **GRAEME ZIMMER**, resigned [BROADCASTING, Feb. 13].

AL MAFFIE, program director for WLNH Laconia, N. H., appointed assistant manager of station. He will continue as program manager.

MAURICE E. PURNELL, member of Locke, Locke & Purnell, Dallas law firm, elected a director and general counsel of A. H. Belo Corp., publisher of Dallas *Morning News* and owner of WFAA Dallas.

JACK RATHBUN, general manager of WBSR Pensacola, Fla., resigns to join Le Blanc Corp., Lafayette, La., as advertising manager, effective March 6.

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recuperating from a gall bladder operation he underwent Feb. 16.

JAMES D. SHOUSE, chairman of Crosley Broadcasting Corp. and executive committee member of Avco Mfg. Corp., is subject of article in next issue of *Look* magazine.

FIELD ENTERPRISES Inc., Chicago, moves its general offices to Rm. 1400, 211 W. Wacker Dr. Telephone: RAndolph 6-8554: **C. Howard Lane** is director of broadcasting, and **Carl J. Weitzel** vice president and treasurer.

DAVID ADAMS, manager of KCSB San Bernardino, Calif., is the father of a boy, Richard Vance.

TED MILLS, program manager at NBC-TV Chicago, is the father of a girl, Hilary.

UN Documentary

ONE-HOUR documentary, produced by the United Nations Radio Division after nearly two years of preparation, will pay tribute to the International Refugee Organization in a broadcast to be aired on MBS, Friday, 8 p.m. EST. Titled *Eleven Memory Street*, the documentary is based on 18 hours of tape-recorded interviews in Europe with 30 people of 17 nationalities. Program will describe functions of the IRO's child-search bureau.

Open Mike

(Continued from page 36)

er-home impression?

Wouldn't the readership cost be cost per reader impression—not 1,000 impressions?

Gerry Boyd
WPAY Portsmouth, Ohio.

* * *

Applauds P. I. Stand

EDITOR, BROADCASTING:

We have been silently applauding your comments regarding P.I. deals. Your latest editorial "P.I. Plunder" [BROADCASTING, Feb. 20, page 40] merits a loud "Amen" from us as well as a cheer for KRNT. . . .

Morris H. Blum
Pres. & Gen. Mgr.
WANN Annapolis, Md.

we hand it to you . .
the
Central Ohio Market
WBNS

Dominant radio coverage in central Ohio is WBNS plus WELD-FM. This rich market has retail sales of $785,533,000 . . . And most of that is spent by WBNS families. That is why WBNS does the most profitable selling job in central Ohio. The tremendous selling power of this station has been proven again and again by local and national advertisers.
ASK JOHN BLAIR
POWER 5000 D · 1000 N · CBS COLUMBUS, OHIO

ARROWHEAD MEET
On Sales, Merchandising

RADIO merchandising headlined the first annual Arrowhead Network Clinic held in Duluth, Minn., with sales and management personnel from all six of the group's stations taking part. Discussions on sales and merchandising were led by D. A. Baker, regional sales manager, and Jack Cosgrove, WEBC Duluth sales manager.

Entertainment was provided on the evening of the first day at the home of Morgan J. Murphy, Arrowhead Network president. At the concluding session, General Manager Walter C. Bridges termed the clinic an "unqualified success" and said it would be carried on as an annual affair. In addition to the personnel present from WEBC, Arrowhead's key station, other network stations were represented by Managers Ralph O'Connor, WISC Madison, Wis.; Harry Hyett, WEAU Eau Claire, Wis.; Greg Rouleau, WJMC Rice Lake, Wis.; Oscar Peterson, WMFG Hibbing, Minn., and Art Nelson, WHLB Virginia, Minn. Also present were Vivian Bulmer, Ella May Johnson and Norma Boss, who represent Arrowhead regionally. The two day sessions were held in late January.

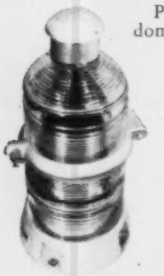
MORE than 70 broadcasts from England were carried by CBS preceding and during national elections there.

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

300 MM CODE BEACON



Patented ventilator dome circulates the air, assures cooler operation, longer lamp life. Concave base with drainage port at lowest point. Glass-to-glass color screen supports virtually eliminate color screen breakage. Neoprene gaskets throughout. CAA approved.

OTHER H & P PRODUCTS:

Mercury Flashers • Photo-Electric Controls • Obstruction Lights • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY

Immediate Shipment Out of Stock

WRITE OR WIRE FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
Los Angeles 48, Calif.
60 E. 42nd St. New York 17, N. Y.

ACTIONS OF THE FCC

FEBRUARY 17 to FEBRUARY 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 17 Decisions . . .

BY COMMISSION EN BANC

Request Granted

WJER Dover, Ohio—Granted request to delete cond. (attached to CP) which now reads "that applicant will not commence operation until WFMJ Youngstown, Ohio, ceases operation on 1450 kc and is licensed to operate on 1390 kc," and substitute in lieu thereof: That permittee will not commence operation until WFMJ Youngstown, Ohio ceases operation on 1450 kc, nor be licensed to operate on its authorized frequency until WFMJ is licensed to operate on 1390 kc.

February 17 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

Nebraska Rural Radio Assn., Lexington, Neb.—CP new AM station 1010 kc 1 kw D AMENDED to request 1010 kc 25 kw D DA.

AM—1450 kc

Midwest Bcstg. Corp., Montevideo, Minn.—CP new AM station 1240 kc 250 w unl. AMENDED to request 1450 kc and omit contingency of KWAT relinquishing 1240 kc.

Modification of CP

Mod. CP new FM station for extension of completion date: WNOI Oak Park, Ill.; WBAB-FM Atlantic City, N. J.; WKBN-FM Youngstown, Ohio; WRVC Norfolk.

License for CP

License for CP new FM station: WOR-FM New York; KISW Seattle, Wash.; WHHS Havertown, Pa.

February 20 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WBSC Bennettsville, S. C. — CP change from 1400 kc 250 w unl. to 1550 kc 10 kw-D 5 kw-N DA-N.

Modification of CP

Mod. CP new AM station for extension of completion date: WTIM Taylorville, Ill.; WGSV Guntersville, Ala.

Mod. CP new AM station to increase power, change frequency etc. for extension of completion date: KYUM Yuma, Ariz.; KGEM Boise, Ida.

Mod. CP new FM station for extension of completion date: WBIB New Haven, Conn.; WPAR-FM Parkersburg, W. Va.

WNJR-FM Newark, N. J.—Mod. CP new FM station to change ERP to 4.5 kw, ant. to 57 ft.

TENDERED FOR FILING

Modification of License

WABB Mobile, Ala.—Mod. license to change from DA-2 to DA-N.

AM—1240 kc

WNOW York, Pa.—CP change from 1250 kc 1 kw D to 1250 kc 1 kw-D, 1240 kc 250 w-N.

APPLICATION DISMISSED

KAST Astoria, Ore.—Astoria Bcstg. Co. DISMISSED application for mod. CP to change frequency, increase power etc. for extension of completion date.

APPLICATION REMOVED

WCNC Elizabeth City, N. C.—Albemarle Bcstg. Co. REMOVED application for SSA on 1240 kc 250 w unl. for period not to exceed six mos. File closed.

February 21 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

WRXO Roxboro, N. C.—Granted extension to operate with reduced power for period of 10 days from Feb. 18, pending receipt and installation of replacement coil in final amplifier.

BY THE SECRETARY

KWHN Fort Smith, Ark.—Granted license new AM station; 1320 kc 5 kw unl. DA-N.

WJIM-TV Lansing, Mich.—Granted mod. CP to change trans.

WAVE-TV Louisville, Ky.—Granted mod. CP to extend completion date to 10-12-50.

WJIM-TV Lansing, Mich.—Granted mod. CP to extend completion date to 8-21-50.

WIRY Plattsburg, N. Y.—Granted license new AM station; 1340 kc 250 w unl.

KLFY Lafayette, La.—Granted license new AM station; 1390 kc 500 w D.

WEAR Pensacola, Fla.—Granted license change freq. to 1230 kc 250 w unl.

WHLD Niagara Falls, N. Y.—Granted license change freq. and power to 1270 kc 5 kw D, install DA and new trans. and change trans. location.

KCOL Nr. Fort Collins, Col. — Granted license change freq. to 1410 kc increase in power to 1 kw, install new trans. and DA-N and change trans. location.

WNBF Binghamton, N. Y.—Granted license change ant. and mount FM and TV ant. on No. 1 center AM tower.

KDWT Stamford, Tex.—Granted license install new trans.

WJBC Bloomington, Ill.—Granted license install new vertical ant. mount FM ant. on AM tower, install new trans. and change trans. location.

WNBF-FM Binghamton, N. Y.—Granted license change existing FM station; freq. Chan. 263 (100.5 mc) ERP 12 kw; 800 ft. ant.

KCLF Clifton, Ariz.—Granted mod. CP for approval of ant. and trans. location, specify studio location.

WEBK Tampa, Fla.—Granted mod. CP for approval of ant. and trans. location and change studio location.

WISE Asheville, N. C.—Granted CP install alternate main trans. at present site of main trans. to be operated on 1230 kc 250 w unl.

KONO San Antonio—Granted mod. CP to change type of trans.

WMUS Muskegon, Mich.—Granted mod. license to change studio location.

WFVG Fuquay Springs, N. C.—Granted CP install new trans.

WGBI Scranton, Pa.—Granted CP to change type trans. change trans. location and make changes in ground system.

KFEQ-FM St. Joseph, Mo.—Granted extension of completion date to 8-25-50.

WMFD-FM Wilmington, N. C.—Same to 9-1-50.

KTED Laguna Beach, Calif.—Granted license new AM station: 1520 kc 1 kw-D 250 w-N DA-2.

WCOD Richmond, Va.—Granted license new FM station: Chan. 251 (98.1 mc) 34 kw, 430 ft. ant.

Leonard A. Versluis, Nr. Stevensville, Mich.—Granted mod. CP make ant. changes in exp. TV station, KQB-30-32.

The Elm City Bcstg. Corp., New Haven, Conn.—Granted CP for reinstatement of CP for freq. 6975-7000 kc 0.1 w for KCA-60.

WKAQ San Juan, P. R.—Granted CP install new trans.

Voice of Alabama Inc., Area of Birmingham, Ala.—Granted CP and license for new exp. TV relay KA-5816.

Following granted extension of completion dates as shown: KHSL Chico, Calif. to 6-21-50; WSGN Birmingham, Ala. to 8-12-50; KCBS-FM San Francisco to 9-1-50; KNX-FM Hollywood, Calif. to 9-28-50; WSPD-FM Toledo, Ohio to 9-6-50.

WHBF-FM Rock Island, Ill.—Granted license new FM station, Chan. 255 (98.9 mc), 37 kw, 380 ft. ant.

Jose Ramon Quinones, San Juan, P. R.—Granted license for new remote pickup KA-2254.

KDON Palm Beach, Calif.—Granted voluntary assignment of CP and license from Central Coast Counties Radio Inc., to Salinas Newspapers Inc. (parent company.)

Hays County Bcstg. Co., San Marco, Tex.—Granted voluntary assignment of CP remote pickup KA-2025 from Hays County Bcstg. Co. to Central Bcstg. Co. Inc.

WSTA Charlotte Amalie, V. I.—Granted mod. CP to change trans. location.

WFMJ Youngstown, Ohio.—Granted mod. CP for extension of completion date to 3-12-50.

NBC New York, N. Y.—Granted CP for new remote pickup KA-5173.

Paramount Television Productions, Inc., Area, Hollywood, Calif.—Granted CPs three new remote pickups KA-5793-4-5.

February 21 Applications . . .

ACCEPTED FOR FILING

License for CP

WFGM Fitchburg, Mass.—License for CP new AM station.

TENDERED FOR FILING

AM—1310 kc

KNPT Newport, Ore.—CP AM station to change from 1230 kc 250 w unl. to 1310 kc 1 kw unl. DA-N.

(Continued on page 75)

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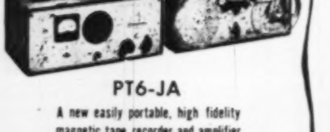

PT6-JA

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JOHN J. KEEL
Warner Bldg., Wash., D. C.
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Craven, Lohnes & Culver
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Laboratory: 114 Northgate Rd.
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Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative—John E. Pearson Co.

Production

JEAN PAUL KING, formerly announcer, narrator and director of *American Album of Familiar Music* and *Fred Allen Show*, appointed program director of KDYL Salt Lake City.

ELSIE WRIGHT, formerly of WGR and WKBW Buffalo, WFBL Syracuse and WNMP Evanston, Ill., joins WBKB (TV) Chicago as continuity editor. **JAMES HARELSON** and **WILLIAM HUTCHINGS** promoted to assistant director and assistant film director, respectively, at WBKB (TV).

JEFF NAGLE, formerly announcer at KFVD Los Angeles, WMFR High Point, N. C., and WLEC Sandusky, Ohio, joins announcing staff of WNAX Yankton, S. D.

VICTOR F. CAMPBELL, production head for WBAL-TV Baltimore, appointed program manager for station.

MARK SHEELER, formerly with WSSV Petersburg, Va., and later with WJEJ Hagerstown, Md., joins WPIK Alexandria, Va., as disc jockey.

BETTY SCHMIDT, formerly with KYA San Francisco, and KXLK Great Falls, Mont., joins copy department of KXLJ Helena, Mont.

HAROLD AZINE, formerly producer-director of KLAC-TV Hollywood, has shifted to KTTV (TV) that city, in similar capacity. Before going to Hollywood he was with CBS Washington.

HAL LEWIS, formerly of KPOA Honolulu, joins KHON same city, bringing his three and one-half hour show to station. Program is carried by Aloha Network KHON, KIPA Hilo, KMVI Wailuku and KTOH Lihue.

SHERM FELLER, formerly with WEEI Boston, joins WCOP same city, as disc jockey.

CHUCK COOK, formerly of WEBR Buffalo, joins production staff of CHUM Toronto.

TOM PICKERING, formerly of WIMA Lima, Ohio, joins announcing staff at WIND Chicago.

RAY WASHABAUGH, program director of WOKZ Alton, Ill., and m.c. of *Club 1570* and *Whirligig*, resigns. Future plans have not been announced.

BERNIE BARRON, formerly of WVKO Columbus, Ohio, joins announcing staff of WLWC (TV) Columbus, Ohio.

BILL THOMPSON, of NBC's *Fibber McGee & Molly* show, and Mary McBride have announced their marriage.

AL CARVER, music librarian at NBC Chicago, is the father of a boy, Dennis Lee.

HARRY A. WAPSHARE, office manager of WNJR Newark, N. J., is the father of a girl, Hazel Ann.

Edgar H. Calder

FUNERAL services were held last Tuesday for Edgar H. Calder, 41, announcer-script writer, who died following a heart attack. Services were held from Dunaway Funeral Home in Hawthorne, Calif. Mr. Calder was found dead in a Hawthorne hotel on Feb. 17.

Respects

(*Continued from page 34*)

associates sold their holdings to Mrs. Dorothy Schiff of the *New York Post*. He continued for awhile as president of the station under the new ownership, but the desire to develop more of his own ideas prompted him to leave in 1945. Shortly thereafter he began the preliminary studies which led to the founding of WHLI in 1947.

Ever apparent at WHLI is Mr. Godofsky's early training as a newspaper man—the time honored editor's advice to "Get it first, but first get it right" is followed to the letter. WHLI is among the first to air any significant local development—both pro and con. Mr. Godofsky is keenly aware of the workings of public opinion and the public service nature of broadcasting. During the "big snow" of December 1947, the station aired information and warnings to listeners cut off from transportation and communication, while police and municipal and school authorities used the facilities to keep in touch with their communities.

In Commuters' Behalf

After the storm the station aired a three-part documentary, *Operation Snafu*, which pointed out the weaknesses of the Long Island Railroad which had become completely stalled during the storm, marooning thousands of commuters for as long as 24 hours. Constructive suggestions were made for correcting the situation—ideas later adopted by state, county and railroad officials. Mr. Godofsky took a personal part in the planning of these broadcasts and went on the air himself with the station's recommendations.

A great part of the successful operation of WHLI is family teamwork. Paul Godofsky, brother of Elias, is executive vice president of the station. Together they make top-policy decisions. Detailed supervision is administered by Paul Godofsky, who formerly was program manager of WMCA New York and station manager of WLIB.

A native of Brooklyn, Elias Godofsky was born March 1, 1912. The only part of his early life which stands out clearly, Mr. Godofsky says, was his great reluctance to practice the piano. "I regret my many youthful efforts to avoid practicing because now I would really enjoy being able to play the darn thing well, and of course can't," he says.

Radio is a few steps removed from his original intent to become a doctor or perhaps a lawyer. He attended New York U. pre-medical school in 1929, but later decided to give up the scalpel for the gavel, and entered St. John's U. Law School in 1932. When his sideline newspaper work began to interfere with his college studies, he quit law school and started on a fulltime newspaper career which eventually led him to radio.

Photography Hobby

Elias Godofsky and Miriam E. Newman of Brooklyn were married in 1937. They have two daughters—Laura, 7 and Marylin, 4. Mr. Godofsky's hobbies are photography, with emphasis on motion pictures, and golfing and boating. All three hobbies are beautifully served by working and living on Long Island.

Looking to the future, when the FCC gives the go-ahead sign, Elias Godofsky plans to boost the power of WHLI from its present 250 w to 1,000 w and expand into television and facsimile broadcasting. These increased operations are part of a plan for a large scale building program that will result in a "Radio City" for Long Island.

KWBW HUTCHINSON

Wyse Widow To Operate

MRS. BESS MARSH WYSE, widow of William Wyse, owner and operator of KWBW-AM-FM Hutchinson, Kan., will continue to operate the NBC outlet with R. E. Rives as general manager, it was announced last week.

Mr. Wyse, operator of KWBW for the past 10 years, died last month in Hutchinson. A native of Austin, Tex., Mr. Wyse had been associated with radio and newspapers for many years. He was well known in NAB circles. He leaves, in addition to his wife, two children.

22nd Year

regional promotion campaigns

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Regional Representatives
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Shows with a Hollywood Heritage ★ Member N·A·B·

Commercial

RICHARD J. SCHNEIDER Jr., formerly staff announcer at WJTC Sharon, Pa., appointed commercial manager of WXGI Richmond, Va.

NEVILLE SHANAHAN, previously with WJTN Jamestown, N. Y., and WGPA Bethlehem, Pa., joins sales staff of WKBW Buffalo, N. Y.

WILLIS K. (Bud) FREIERT, formerly program manager of WBAL-AM-TV Baltimore, appointed sales manager for station.

ARTHUR G. SMITH, formerly Boston manager of Edward Petry Co., joins sales staff of WJW Cleveland.

DOUGLAS M. JOHNSTON, formerly with KXA Seattle, joins KTBI Tacoma, as account executive.

FRANCIS SANFORD, formerly of advertising department of *Fortune* magazine, appointed account executive for WNBC New York.

CHARLES ADELL joins MBS Chicago sales staff as account executive. He has been in radio sales for 12 years.

JAMES C. HIRSCH, freelancer in advertising and sales promotion, appointed an account executive of WNBT (TV) New York, sales department.

BOB LEE, formerly commercial manager of CKEY Toronto, joins CHUM Toronto as national sales representative in Toronto area.

JOHN McCOY joins sales staff of WCOG Greensboro, N. C.

JAMES BEACH, former salesman at WIND Chicago, joins commercial staff of WBKB (TV) Chicago.

BEN SKOLNIK, formerly on sales staffs of WHOM New York and WGY-FI Schenectady, joins sales department of WLIB New York.

ROBERT HUTCHISON, formerly advertising director for Jack Kelly Adv. Agency, joins WLWC (TV) Columbus, Ohio, as salesman.

WILLIAM T. BURGHART, local sales manager of WTAD-AM-FM Quincy, Ill., resigns effective March 15.

DON SERACENO, of ABC Chicago's sales service staff, is the father of a boy.

? ? ? ? ? ? ? ? ? ?

What's UP

IN LANSING ?

? ? ? ? ? ? ? ? ? ?

ALLENTOWN

FCC Orders Rehearing; WHOL Set Aside

THREE-YEAR-old grant which established WHOL Allentown, Pa. (1230 kc, 250 w), was technically set aside by FCC last week and further hearing was ordered in the lengthy Allentown-Easton case to meet requirements of a ruling by the U. S. Court of Appeals for the District of Columbia. The action drew sharp rebuke from Comr. Robert F. Jones in his dissenting opinion.

Effectiveness of FCC's order was stayed insofar as it related to WHOL, however. The Commission indicated the station may continue operation pending the further hearing and release of a final decision. Others involved in the proceeding are WEST Easton and Easton Publishing Co., licensee of WEEX (FM) Easton.

The Court of Appeals remanded the case to the Commission for further consideration upon complaint of Easton Publishing, losing bidder for a new outlet on 1230 kc at Easton [BROADCASTING, May 9, 1949]. The court stated it could not determine from the findings how FCC concluded the needs of Allentown for a fourth outlet (third full-timer) were greater than Easton's for a second station.

The Commission majority, in calling for further hearing, declared the existing record is insufficient to allow the extent of comparison required by the court between the two communities as to relative service needs, existing programs, proposals of the applicants and their ability to carry out the proposals. Major changes in ownership and officers of Easton Publishing and WHOL also were cited by FCC as requiring further hearing to establish their qualifications.

Denied Motions

The Commission denied motions of the parties to stipulate to the accuracy of the various changes from the time of the 1947 decision to date and that no changes in original policies and proposals have or would occur. FCC said the facts were too substantial to allow mere stipulation, even though it recognized the proceeding has been long and it's "desirable to bring it to an end."

FCC allowed 20 days for the applicants to amend their applications to bring them up to date. The Commission indicated it must reconsider the situation as it exists today through further hearing in view of the policy set by the 1940 Pottsville Broadcasting Co. decision.

In his dissent, Comr. Jones charged the Commission is unnecessarily calling for a further *de novo* hearing. He particularly attacked the majority's call for extreme detail of the program proposals of the applicants and the program services now available.

"For the first time in its history," Comr. Jones said, "the Commission, in a 307(b) case, calls upon the parties to furnish evidence not only of their own programs (which is in the record) but also evidence of the programs of others. . . . I have found no case where such minutiae of program detail has been required.

"On the contrary," he pointed out, "the Commission refused an express request by the losing parties for findings based on evidence of this nature" in the Texas Star Broadcasting Co. decision issued in early February [BROADCASTING, Feb. 6]. Texas Star received final grant for a new station at Dallas on 740 kc with 10 kw day, 5 kw night, directional, while KTRH Houston was denied bid to modify its daytime directional, operating on 740 kc with 50 kw.

Jones Viewpoint

Comr. Jones said the court's ruling only asked for more findings on the record heretofore taken. He said it didn't "even suggest that more evidence need be taken" and "did not even hint at a deficiency in the evidence regarding programs."

Comr. Jones further noted that the stipulation made by the various parties were in direct response to the Commission's desire to follow the *Pottsville* policy and bring the facts up-to-date, even though the court in remanding "treated the facts in this case as static."

The Commission reported that Chester Snyder, formerly president and 46.65% owner of Easton Publishing, is now deceased and that Anna M. Snyder and Daniel W. Snyder, "strangers to this proceeding, in their individual capacities and as trustees under the will of Chester Snyder, now own the stock formerly owned by him."

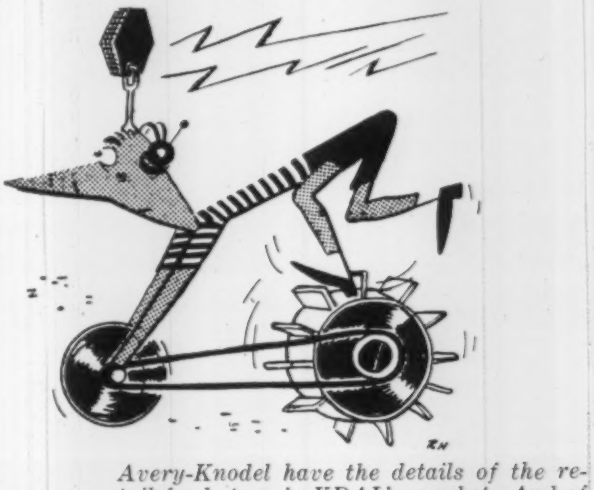
Concerning ownership of Allentown Broadcasting Corp., WHOL licensee, FCC noted that Lewis and Cora G. Windmuller, who formerly held 74% interest, have transferred part of their shares and other stockholder changes have occurred with the result that 51.21% of the station "is now owned by strangers to this proceeding."

Dameron Honored

INSTALLATION of a new chapter of Alpha Delta Sigma, professional advertising fraternity, named for Dr. Kenneth Dameron of Ohio State U., took place last Wednesday in Columbus. James W. Egan Jr., former vice president and advertising director of the *Toledo Blade*, was in charge of the ceremonies. The chapter, with more than 100 charter members, is claimed to be the largest in Alpha Delta Sigma's 37-year history. Dr. Dameron, Ohio State faculty member for 18 years, served as sponsor of Gamma Alpha Chi, which preceded Alpha Delta Sigma at Ohio State.

FOOD PEDDLER . . .

DULUTH, MINN.—"Like their food in the Duluth-Superior Market? Why, they'd die without it," quips Otto Mattick as he glides along on his pedalmowheeler. But he's not funning when he says they like their food hereabouts. Matter of fact, this is America's 51st Food Market. And KDAL is the dominant advertising medium in this market. We've led the Hooper parade for a long time. Which means KDAL can help you get your share of the gravy in America's 51st Food Market. Let us start with your very next campaign.



Avery-Knodel have the details of the retail food story in KDAL's market. And of KDAL's outstanding selling job. Ask for it.

Allied Arts

WILLIAM BURNHAM named vice president in charge of sales of Transfilm Inc. He has been with Transfilm since last year, and formerly was with RKO Pathe and Cascade Pictures of California.

GILFORD-SCHLICHTER PROD. Inc., new Hollywood firm, at 5746 Sunset Blvd., re-formed under name of **Pegasus Inc.** to produce TV programs and motion pictures. **CARL SCHLICHTER** is president, with **LOU HOLZER** vice president. **MAX GILFORD** is secretary and general counsel. Initial production is *Marshal of Gunsight Pass*, sponsored by Kern Foods Products on KECA-TV Los Angeles.

HARRY BLUESTONE, production manager of Standard Radio Transcription Services Inc., Hollywood, transfers his headquarters to 665 Fifth Ave., New York. Facilities will also be maintained in Chicago and Hollywood.

Equipment

NORMAN SKIER, for three years assistant sales manager of Pilot Radio Co., named administrative assistant to **Ernest A. Marx**, general manager of receiver sales, Allen B. DuMont Labs. He will be charged with duties concerning administration of expanding receiver sales division, having extensive background in television sales, merchandising, retailing and business administration.

RALPH T. REED, president of American Express Co., and **WILLIAM D. GAILLARD Jr.**, member of Milbank, Tweed, Hope & Hadley law firm, elected to board of directors of Western Union Telegraph Co.

Cole To Erwin, Wasey

APPOINTMENT of M. John Cole as radio director of the Minneapolis offices of Erwin, Wasey & Co., was announced last week by Ray C. Jenkins, executive vice president in Minneapolis. Mr. Cole's duties will include supervision of radio and television planning for clients of that office, Mr. Jenkins said. A native of Connecticut, Mr. Cole was formerly with WBRY Waterbury, Conn., and KWDM Des Moines.

EDUCATION

Keynote for Seattle Radio-TV Meet

AUTHORITIES in the fields of public service and educational radio will participate in the third annual Western Radio-Television Conference, scheduled for this weekend (March 3-4) in Seattle. Program details were released last week by the 1950 conference chairman, Prof. Edwin H. Adams, director of radio for the U. of Washington [BROADCASTING, Feb. 13].

The opening general session Friday morning, to be chaired by James M. Morris, program manager of KOAC Corvallis and executive secretary of the Oregon State Broadcasters Assn., will start with a welcoming address by John C. Crabbe, chairman of the executive committee of the Western Radio-Television Conference.

Morning Session

The morning panel, entitled "Let the Public Know About Your Programs," will include Robert S. Nichols, head of his own agency in Seattle; Donald K. Anderson, director of public information for the U. of Washington, and Milo Ryan, associate professor of radio journalism at the university.

George Jennings, director of the Chicago Radio Council and president of the Assn. for Education by Radio, will address the afternoon general session. Chairman will be Marjorie J. McGilvrey of Mountain View High School, Mountain View, Calif. Following Mr. Jennings' address there will be a panel discussion on "Helping Teachers Utilize Radio and Television." Participants will include Don S. Somerville, school specialist in radio at Oregon State College, and Frances Gilbert, program director of KRVM Eugene, Ore.

Group meetings of the Intercollegiate Broadcasting System and AER will follow.

The evening program, to be presided over by William Sener, head of the radio department at the U. of Southern California, will start with a film, "Four Ways to Drama," with comment by Walter K. Kingson, head of the radio division at UCLA. This will be followed by a panel on "The Art of Listening," with the following participants: Patricia L. Green, assistant supervisor of radio for KBPS Portland, Ore.; Carroll Foster, public affairs director of KIRO Seattle; Mr. Kingson, and Mrs. Raymond B. Allen, radio chairman for Seattle Junior Programs.

Hansen Chairman

On Saturday the program will start with a general session under the chairmanship of Dr. John E. Hansen, consultant on instructional materials service of the Washington State Dept. of Public Instruction. Panel participants on the subject of "Creating the Successful Public Service Program" will be William H. Ewing of the U. of Oregon; Allen Miller, manager of KWSC Pullman, Wash., and Tom Herbert, public relations manager for the Seattle Chamber of Commerce.

"What Gives a Program Interest" will be the topic of a Saturday afternoon general session, with J. Archie Morton, manager of KJR Seattle, serving as chairman. Panel participants will include Lee Schulman, program director of KING-TV Seattle; Gloria Chandler, of Gloria Chandler Productions, New York, and Luke Roberts, director of education for KOIN Portland, Ore.

At 4 p.m. Saturday a business meeting is scheduled for the Intercollegiate Broadcasting System.

STEWART-WARNER Corp., Chicago, directors declare 25¢ per share cash dividend on $5 par value common stock, payable April 8 to stockholders of record March 17. Similar dividend was paid Jan. 7.

Feature of the Week

L to r: Mr. Lovan, winners Miss Bredlow and Miss Willard, Mr. Roberts.

POINTED up by radio and television, Dallas' first Advertising Week, Feb. 10-17, proved an unqualified success, according to reports from the Texas metropolis.

Theme of the campaign was centered on selling the public on the thought: "If it weren't for advertising, you'd pay more for most things. Advertising creates mass markets."

WFAA, KRLD-AM-FM-TV and WRR cooperated with the Dallas Advertising League for a series of special programs tying in with the drive. Highlighting the radio-TV effort was a show on KRLD-TV on which winners in a high school editorial contest on "How Advertising Serves," were interviewed by W. A. Roberts, KRLD commercial manager and Ernest S. Lovan, vice president of Tracy-Locke Co., Dallas agency, general chairman of the week. Contest winners were Jo Ann Bredlow and Ann Willard.

Simultaneously, broadcasting's big role in advertising was emphasized by a *Dallas Morning News* (WFAA) article on the $50,000,000 Dallas advertising industry" which estimated Dallas radio business as $2,000,000 yearly, seven-eighths for time and one-eighth for talent.

At the Ad League's windup luncheon, Feb. 17, George Wever, *Life* magazine promotion director, proclaimed that "now, in 1950, advertising is on the threshold of its greatest potential."

Only actual service rendered brings
Letters like these
to WLS
(See 2nd Cover)
CHICAGO 7
Clear Channel Home of the National Barn Dance

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

On All Accounts

WHEN Ruthrauff & Ryan's St. Louis office notices a client acting curious about radio, a few hours' exposure to Dave Mars usually wins him over. Dave, who formerly headed up the promotion departments at both KXOK and KMOX St. Louis, is one of broadcasting's best salesmen in the Missouri metropolis.

The R&R account executive had radio forced on him — but that didn't make him mad. He was promotion manager of the *St. Louis Star-Times* when that newspaper put KXOK on the air. The management told him that henceforth he would be in charge of promotion for both paper and station. Soon Merle Jones, then general manager of KMOX, lured him to the Columbia station, and from there Dave branched out into business for himself. The Mars Advertising Agency, which he headed for four years, at one time had 38 strong radio accounts in the food, automobile, and industrial field.

A native of Kirkwood, Mo., David Richardson Mars is one of two sons of a local banker. His brother pursued a banking career, but Dave took up commercial art at Washington U. His first contact with advertising people came shortly after he left school to open his own art studio. Within a few months he had landed contracts to handle the advertising campaigns for two chains of ice cream stores (285 shops in all), and he eventually wound up as advertising manager for both concerns.

DAVE

Equally as good a salesman as he is an advertising man, Dave prospered as sales manager of a St. Louis photostat concern just prior to joining the *Star-Times*. One of his present clients at R&R thinks so much of his sales ability that he often imposes on Dave's good nature by asking him to coach new members of his sales staff.

Dave's accounts include the St. Louis Dodge Dealers Assn. (AM and TV); Sidney Weber Inc. (also Dodge); Krey Packing Co.; Dempsey-Tegler & Co. (investments); Tower Grove Bank & Trust Co.; and American Mothproofing Co. He also keeps a finger on advertising promotion for WIL St. Louis and KHMO Hannibal, Mo.

Dave married Elenore Seifert of Webster Grove, Mo., in 1933. They have two sons—David Jr., 12, who is showing promise as an ice skater, and Jon, 8. The family lives in Richmond Heights, a St. Louis suburb.

A collector and refinisher of old firearms, Dave also likes walking as a hobby. He *must* like it, because several years ago—on a dare—he walked from St. Louis to Los Angeles. (Research discloses, however, that Dave didn't walk all the way. He holds something of a record for hitch-hiking between the two cities, negotiating the distance in five days.)

Dave is a Mason and is active in the Advertising Club of St. Louis.

NAB SPOT FORM

Bratton Urges Change

CHANGE in NAB's standard spot contract form to give a better break to long-term advertisers is advocated by Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis.

Mr. Bratton points out that "radio's most coveted advertisers are those who buy on a full-year basis" but the standard contract gives him no additional advantage. He suggests that renewal discounts to advertisers who buy for 13 weeks and then renew in 13-week cycles should not be retroactive to cycles already concluded.

To bring about the change, he proposes that Paragraph C. under time rates be amended by dropping the phrase "and then such lower time rate shall apply to the whole contract."

"I want advertisers to sign long-term contracts and I think they should be given some rate consideration for so doing," Mr. Bratton said.

TWO special broadcasts were dedicated to National Future Farmers of America Week, Feb. 20-27, by KDKA Pittsburgh.

The Pudding's Proof

COPY WRITERS often take pride in their product, but Nell Masarin, copy chief at KURV Edinburg, Tex., knows hers is good because she has visible proof. One of KURV's advertisers, a taxicab company, thought so much of Nell's copy that the cab company owner requested a piece of copy for each of his cabs to pin to the dashboard as required reading for each driver. With the copy was this message from the owner to each driver: "Now lookie here, Miss Nell has written all this fine stuff about us and we can't let her down."

INTERNSHIP

CRJ-NAB Continue Program

RADIO internship program sponsored by the Council on Radio Journalism and the NAB will be continued in 1950, according to Arthur C. Stringer, NAB special services director and secretary-treasurer of the council.

The summer's program will be the sixth of the internship series, started by the two organizations in 1945. Under the plan, selected teachers of journalism serve in radio station newsrooms during the summer. Financial aid is provided by participating stations. Taking part in the 1949 internships were KCMO Kansas City; WMAZ Macon, Ga.; WLW Cincinnati; WDUZ Green Bay, Wis., and WJOB Hammond, Ind. NAB has just published a report covering the fifth series.

Chris Lykke

CHRIS LYKKE, 48, San Francisco public relations and advertising man, died of a heart attack Feb. 16. Since 1946 Mr. Lykke had his own agency, Chris Lykke & Assoc. The agency will be continued by his widow, Fawn Lykke, who was a partner in the business.

WEBSTER ELECTRIC Co., Racine, Wis., announces price reduction of $25.50 on its standard Ekotape, model 101-4.

News

BOB EDELL, formerly with WKBZ Muskegon, Mich., WDLP Panama City, Fla., and WJBC Bloomington, Ill., joins WSDR Sterling, Ill., as director of news.

FRED RAWLINSON, formerly sportscaster at WKLV Blackstone, Va., joins news staff of WJEJ Hagerstown, Md.

CHET HUNTLEY, Columbia Pacific Network news analyst, honored for "outstanding reporting and interpretation of the news" during 1949 by Southern California Assn. for Better Radio & Television.

CONNIE O'DEA, news and special events chief at ABC's Central Div., is the father of a boy.

BOB OTTO, WCPO Cincinnati news director, listed in current American Catholic *Who's Who*.

JACK CHASE, morning news editor for WCOP Boston, is the father of a boy, Marc Alan.

ROBERT WHITAKER, newsman and announcer for WPAY-AM-FM Portsmouth, Ohio, is the father of a girl, Lindsey.

LISTING of all Canadian stations and networks carrying programs of British Broadcasting Corp., now given monthly in British government's *Monthly News Letter* sent to Canadian publications.

WVAM
ALTOONA
FIRST
For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

WARD
JOHNSTOWN
FIRST
In latest Conlan survey WARD LEADS in audience and low cost coverage. BIGGEST audience . . .
. . . LOWEST cost.

Represented by Weed & Company

BRITISH ELECTIONS

Coverage Costs $50,000

IN EXCESS of $50,000 in time, talent and facilities costs were borne by the major radio and television networks last week in comprehensive reports on the British elections held Thursday.

While the British Conservative, Labor and Liberal parties last week abstained, by mutual agreement, from using the airwaves to reach the people, U. S. radio and television went all out to apprise the American people of pertinent issues, airing actual campaign addresses, and informing John Q. Public of the election returns—all as a public service and, for the most part, without direct sponsorship.

The $50,000 figure is not all-embracing since the networks actually began their election coverage, in some cases, as early as late January. Television's role necessarily was limited to film and live commentary pending that international dream—the transoceanic cable. Even so, the costs of film editing, commentators, etc., presumably made the venture a relatively expensive one.

Following is a summary of network coverage, before and after the election, but not necessarily in the order of time allotted or expenses sustained:

Churchill Talk

NBC's coverage, which actually got underway last Jan. 21 with portions of a Winston Churchill speech, dealt with a variety of subject. On three successive Saturdays, beginning Feb. 4, from 5:30 to 5:45 p.m., the network quoted additional speech excerpts, reported on British political attitudes and on press reactions. NBC also aired half a dozen interviews with England's "Man-in-the-Pub."

In addition, its weekly *Voice of Events* included election material. With election fervor reaching its peak last Wednesday and Thursday, NBC blanketed its various news shows (Morgan Beatty's *News of the World, World News Roundup*, H. V. Kaltenborn's program) with reports. On Thursday Morgan Beatty and Bob Trout gave Washington and New York reactions, respectively, with primary pickups from London, Manchester and Edinburgh. Final pickups were aired Friday after results became conclusive.

NBC overseas coverage was handled by Merrill Mueller, Ed Haaker and Henry Cassidy. Network radio costs reportedly approximated between $15,000 and $20,000, according to an NBC spokesman. Expenses for NBC television activities were between $1,000 and $1,500, covering purchase of extra film, editing, use of shortwave circuits, etc.

NBC-TV Thursday telecast a special program, 10:30-11 p.m., featuring Mr. Cassidy and Mr. Mueller overseas and Ben Grauer and John Cameron Swayze from New York. Program comprised live commentaries, films and background charts.

ABC stressed radio coverage almost to the exclusion of television, with costs running between $7,500 and $10,000. Total of 30 air spots (each less than 10 minutes) from England accounted for roughly $4,000 alone, according to Thomas Velotta, ABC vice president. Event was handled by ABC's London Chief Frederick Opper, Paris Chief Robert Sturdevant, Commentators Paul Harvey and William Hetherington.

ABC carried election data on its Feb. 19 *Foreign Reporter*, 11-11:15 a.m., and also on *News of Tomorrow, This Week Around the World* and *Headline Edition*. Excerpts from speeches by Clement Attlee and Mr. Churchill also were included.

Last Wednesday, Robert Montgomery, ABC commentator, coordinated a special show, 9:30-10 p.m., calling in ABC political experts. On Thursday, the network's top news analysts—Martin Agronsky, Baukhage, Edwin C. Hill—reviewed the British election on the various news programs. Again, that night, Mr. Montgomery touched on the subject. Friday special bulletins were aired.

No CBS Figure

CBS gave no figure for its radio-TV outlay but it was believed to be appreciable—as much as for any of the other networks—in view of its extensive coverage.

With Wells Church, CBS news editor-in-chief, supervising network overseas activities, the network called on its crack staff comprising Commentators Howard K. Smith, Bill Downs, Edward R. Murrow and Winston Burdette. CBS gave early returns and special interviews Thursday on all news shows. It commenced election coverage Feb. 1 with pickups from London. Mr. Murrow spoke directly from London last week. Network also aired two tape shows Feb. 19.

Television-wise, CBS-TV conducted a special show Thursday, 10-10:30 p.m., with the English Speaking Union taking part. Program featured interviews with British-Americans in the U. S., election returns, and utilized visual background.

Highlight of MBS' radio coverage was Thursday's two-circuit roundtable program featuring Cedric Foster, William Stringer and David Wills from London; Cecil Brown and John Bosman from New York; and William Hillman, Fulton Jewis jr, Frank Edwards and Bill Henry from Washington. Mr. Bosman was coordinator.

Other coverage was included on the *Mutual Newsreel*, Mr. Foster's commentary from London (Monday through Friday) and on Mutual's Wednesday three-hour preview prior to the elections.

MBS declined to give any figures as a matter of policy covering special events, but the cost figure was said to be "as much as is practicable with such coverage," according to a network spokesman.

While British politicians took to the air in the week preceding the election in increasing numbers, compared to previous campaigns, it was believed that American listeners generally were accorded greater coverage of the political event than Britons themselves.

Absent last week from the British airwaves were any political reports during newscasts—the result of a ban by the BBC. Only 17 broadcasts involving statements by any supporters of the political parties were scheduled by BBC.

Technical

JOHN E. DUNN, member of engineering staff of WNJR Newark, N. J., resigns to become chief engineer of Armed Forces Radio Service in Germany, France and England. Before joining WNJR, he was chief engineer of KOME Tulsa, Okla.

WILLIAM E. NEILL, former sales engineer of television and microwave engineering department of Raytheon Mfg. Co., Waltham, Mass., joins WFMY-TV Greensboro, N. C., as chief engineer. Prior to joining Raytheon, he was assistant chief engineer at WFIL-TV Philadelphia.

BILL FENDER joins WCSC Charleston, S. C., as control operator.

HOWARD CALLAHAN, former assistant to chief engineer at U. S. Recording Co., joins WASH (FM) Washington as chief engineer.

SYLVANIA ELECTRIC Prod., New York, announces development of TV metal viewing tube, type 16GP4, five inches shorter than type 16AP4. Two additional sub-miniature tube types, medium-mu triode (type 5645) and high-mu triode (type 5646), now available from Sylvania.

TWO new probes, Types WG-289 and WG-290, designed by **RCA VICTOR** for use with popular low-current voltmeters for measuring high-voltages in high-impedance circuits.

GENERAL ELECTRIC Co., Syracuse, N. Y., designs three new receiving tubes, 6AS5, 6BQ6-GT and 25BQ6-GT, mainly for use in television receivers. Also being produced are scanning tubes, 6AV5-GT and 25AV5-GT, for magnetically deflected television sets.

PORT AUTHORITY

Aids Fisherman With Spots

OPERATING on a limited advertising budget, the tax-supported Port of Seattle is concentrating virtually all its radio efforts on *The Old Boat-Puller*, a participating sponsorship of KOMO Seattle (6-6:30 a.m. daily).

Instead of airing out-and-out commercials on the show, however, the Port, through the Wallace Mackay Co., Seattle, is using its year-long series of spots to pass on news of importance to fishermen.

During the recent Seattle blizzard and cold spell, the Port used its air time to warn the fishermen to take certain safety precautions with their boats in winter moorage to prevent damage, sinkings and fire. Beaming the message twice weekly over "Doc" Heil's early morning program, the Port Commission alerted owners of boats tied up at the publicly-operated Salmon Bay Terminal to the emergency conditions.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

RICHARDS CASE

New Petitions Filed with FCC

COUNSEL for G. A. (Dick) Richards told FCC last week that law requires it to provide him "detailed notice" of the laws or rules he has allegedly violated and to give him an opportunity "to demonstrate and achieve compliance with all lawful requirements."

Their petition asked FCC to provide such notice and opportunity as required by the Administrative Procedure Act before proceeding with its investigation of his news policies, which currently are slated for hearing starting March 13 in Los Angeles.

Mr. Richards, accused of instructing KMPC Los Angeles staff members to slant news against members of the late President Roosevelt's family and against certain minority groups, owns KMPC, WJR Detroit and WGAR Cleveland.

The scheduled hearing is on the three stations' license renewal applications and on Mr. Richards' proposal to transfer control of the outlets to a voting trust [BROADCASTING, Aug. 1, 1949]. FCC Examiner J. Fred Johnson Jr. has been named to preside.

The petition was accompanied by a series of alternative requests which would be withdrawn if the basic petition is granted. These ask FCC to issue a bill of particulars including dates, names, places and other details involved in the charges against Mr. Richards; to specify that the Commission will present its case first at the hearing, and to call a pre-hearing conference to discuss procedures.

One of the subjects suggested for discussion at a pre-hearing conference is "the possibility of stipulating with respect to facts."

The petitions were filed by the Washington law firm of Fulton, Walter & Halley, which has been retained by Mr. Richards in addition to his regular counsel [CLOSED CIRCUIT, Feb. 20]. Hugh Fulton of that firm is slated to handle the Richards presentation at the hearing. He was chief counsel of the former Senate War Investigating Committee headed by then-Sen. Harry S. Truman.

Other counsel include Louis G. Caldwell for WJR and WGAR, Horace L. Lohnes for KMPC, and former Sen. Burton K. Wheeler, overall consulting counsel.

Expresses Confidence

Announcing his appointment of Fulton, Walter & Halley as trial counsel, Mr. Richards said:

> **I am confident that a review of the facts will demonstrate beyond question that these stations have operated consistently in the public interest in the three cities which they have served for many years.**
>
> **Their record of constructive performance and community service in all broadcasts will speak for itself. I also expect to show that I have zealously advocated the principles of Americanism and of the Constitution, including the basic principle of tolerance.**

The petition for an opportunity to show that the stations do or will comply "with all lawful requirements" said that FCC has not provided any statement or details of the charges other than a copy of the accusations filed by the Radio News Club of Hollywood, which launched the inquiry.

Although FCC made an investigation of its own, the petition continued, the stations have not been apprised of the "facts obtained from such examinations and documents upon which the Commission is relying. . . .

"It is clear from Sec. 9(b) of the Administrative Procedure Act, however, that the applicants are entitled to have such facts or conduct called to their attention *prior* to any hearing," the petition asserted. It continued:

> **Applicants are aware that the Commission has in the past held Sec. 9(b) of the Administrative Procedure Act to be inapplicable to a proceeding involving renewal of license. Applicants respectfully except to such a ruling and maintain that in a case of this type where the procedure is tantamount to a proceeding for revocation, Sec. 9(b) of the Administrative Procedure Act is clearly applicable. . . .**
>
> **The licensees . . . allege that they have at all times complied with all lawful requirements of the Communications Act of 1934, other applicable statutes, and the rules and regulations of the FCC.**

BUNYAN AWARDS

Seattle C. of C. Cites 'Broadcasting' Market Study

BROADCASTING Publications Inc. received first place Award of Merit in the sixth annual Paul Bunyan Trophy awards competition "for a constructive contribution toward focusing favorable national attention upon the city of Seattle during the year 1949" [BROADCASTING, Feb. 20]. The presentation, in recognition of the Seattle-Tacoma radio market survey [BROADCASTING, July 11, 1949], was made by the Seattle Chamber of Commerce at its members' council luncheon, Feb. 17.

In addition to the citation received by the publication, an award of "Special Recognition" was presented to Leopold Lippman, BROADCASTING correspondent in the Pacific Northwest and author of the special survey, which was fourteenth in the series entitled "Continuing Study of Major Radio Markets."

The award was the highest presented in its classification—"Books, Articles, Stories, Radio Promotion."

In the category of "Commercial Advertising Campaigns," the top award went to the Standard Oil Co. of California, particularly for its origination of two *Standard Hour* network broadcasts from Seattle during 1949. The programs featured the Seattle Symphony Orchestra.

Mr. Lippman (r), BROADCASTING *correspondent, accepts the awards on behalf of the magazine and himself from Mr. Albi.*

* * *

The Paul Bunyan Trophy, highest recognition in all categories, went to the Port of Seattle, which also captured first place in the classification for its entry: "Major Promotion Campaigns."

Joe Albi, president of the Spokane Athletic Roundtable, was chairman of the committee of judges for the Bunyan Awards this year. Serving with him were Gordon Quarnstrom, city editor of the *Longview Daily News*, and C. W. Thornberry, manager of the Everett Chamber of Commerce.

The annual Paul Bunyan Trophy awards competition is a project of the Seattle Chamber's publicity division, of which Harry S. Pearson is chairman. The Bunyan awards committee includes the following men, all Seattle advertising executives: Ray W. Felton, chairman; John E. Keene, Gene Holce and Arthur G. Neitz.

'Herald-Tribune' Spots

DONAHUE & COE, New York, is planning a spot campaign on eight or nine New York stations for its client the *New York Herald Tribune* to introduce the newspaper's "Early Bird Edition." Schedule will start about March 1.

1950 **February 27** 1950

Call
Frazier & Peter
re: Supervising Our New
Plant Construction

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from
FREE & PETERS

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

FELMAN CASE

Court Upholds FCC

VALIDITY of FCC's rules banning the reservation of broadcast time as part of the sales price of a station was upheld by a three-judge district court in Chicago Tuesday.

The ruling came in the denial of an appeal taken by A. J. Felman, former owner of WJOL Joliet, Ill., who has a contract for 45 minutes a day to advertise his department store. Under the contract, which was part of the sales price when he sold the station, he would have 45 minutes daily on WJOL.

Mr. Felman's suit sought to have the Commission's time-reservation ban set aside on the grounds that it is unreasonable. His attorney, Samuel Hirsch of Chicago, indicated he may appeal direct to the Supreme Court.

Richard A. Solomon, chief of the FCC Law Bureau's Litigation Branch, and William J. Hickey of the Justice Dept. argued in support of FCC's position. Mr. Hirsch argued on behalf of Mr. Felman.

Under the rules existing contracts providing for the reservation of time as part of a station sale price must be renegotiated with provision for termination not later than 1964 and with provision also for cancellation with compensation for the unexpired portion of the contract.

FCC meanwhile last week denied a petition of WJOL seeking regular renewal before the Felman contract is modified.

CROP CAMPAIGN

Shows, Spots Set for Release

CHRISTIAN Rural Overseas Program (CROP) plans to release between 250 and 500 sets of two 15-minute dramatic transcriptions to stations before the 1950 campaign begins this fall. In addition, CROP is preparing numerous five-minute programs and 30- and 60-second spots. For the second year, a 16mm motion picture film is being made for telecasting. Foreign footage is being shot now, and will be combined with domestic footage before May.

Gates *has it*

IF IT IS FOR A

BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK (JAN. 8-14, 1950)

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre (CBS)	10,056	25.6	+2.6
2	2	Jack Benny (CBS)	9,113	23.2	+1.2
3	4	Godfrey's Talent Scouts (CBS)	8,445	21.5	+3.2
4	6	Amos 'n' Andy (CBS)	7,974	20.3	+2.6
5	5	Charlie McCarthy (CBS)	7,778	19.8	+2.0
6	13	Mr. Keen (CBS)	7,738	19.7	+3.7
7	8	My Friend Irma (CBS)	7,463	19.0	+1.5
8	11	Crime Photographer (CBS)	7,463	19.0	+2.2
9	30	F.B.I. in Peace and War (CBS)	7,306	18.6	+4.0
10	15	Suspense (CBS)	7,267	18.5	+2.6
11	3	Mystery Theatre (CBS)	7,071	18.0	—0.9
12	7	Fibber McGee & Molly (NBC)	6,913	17.6	0.0
13	27	Red Skelton (CBS)	6,599	16.8	+1.9
14	14	Hallmark Playhouse (CBS)	6,521	16.6	+0.6
15	9	Bing Crosby (CBS)	6,403	16.3	—0.8
16	31	Day in the Life of Dennis Day (NBC)	6,364	16.2	+1.6
17	17	Mr. District Attorney (NBC)	6,324	16.1	+0.3
18	25	You Bet Your Life (CBS)	6,246	15.9	+0.8
19	21	Big Town (NBC)	6,206	15.8	+0.2
20	10	Mr. Chameleon (CBS)	6,128	15.6	—1.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

HEADLEY-REED

Staff Additions Set

ADDITIONS to the New York and Chicago sales staffs of Headley-Reed Co., New York, were announced last Tuesday by Sterling Beeson, vice president in charge of AM sales for the radio-television station representative firm.

New appointments to Headley-Reed Co.'s AM staff include William Kost, formerly with NBC; Jack Hardingham, formerly of WOV New York, and Dan Ferris, formerly with Joseph Hershey McGillvra Inc. In addition, Don Severin, previously with Young & Rubicam and Kenyon & Eckhardt, has joined the Headley-Reed television division.

The company also announced the appointment of Ira Morton and Frank Rice, who have a wide background in Chicago spot sales, to work under John Wrath, Chicago office manager.

Headley-Reed Co. now has eight New York AM salesmen and four in its Chicago office. Frank W. Miller Sr. is president of the firm following formation earlier of H-R Inc., new station representative, comprising Frank M. Headley as president and treasurer and Dwight S. Reed, executive vice president [BROADCASTING, Feb. 20].

KMED TRANSFER

Alfred Carpenter Buys

KMED Medford, Ore., center of one of the most bitterly contested and drawn out transfer cases before FCC under the now defunct Avco policy, has been sold by Mrs. W. J. Virgin for $290,000 to Alfred Carpenter, retired local orchardist, and associates.

The deal was to be consummated over the weekend, subject to Commission approval. KMED, an NBC affiliate, is assigned 5 kw day, 1 kw night on 1440 kc.

Buyers in addition to Mr. Carpenter are his son, Harlow Carpenter, a Harvard student, and Garland Jones, his son-in-law and local lumberman. It was further announced that Pete Watts, general-manager of KYJC Medford, has resigned that post to head KMED in similar capacity.

Mrs. Virgin originally had sold KMED to Luther Gibson, licensee of KHUB Watsonville, Calif., and KSIL (FM) Salinas, Calif., for $250,000-plus. Under the Commission's Avco policy the transfer was thrown open to public bidding and FCC subsequently approved assignment not to Gibson Broadcasting Co. but to Medford Radio Corp., a local firm which had filed a competitive bid [BROADCASTING, Nov. 3, 1947]. Mrs. Virgin and Medford Radio were unable to agree on terms and the latter withdrew.

Gibson Broadcasting and Mrs. Virgin then asked FCC to reinstate and grant their original application. FCC reinstated it but ruled it was a new bid and would be subject to Avco again. KMED was then taken off the "for sale" market [BROADCASTING, Jan. 31, 1949].

GENERAL ELECTRIC Co.'s *Ham News*, bi-monthly publication for amateur and experimental radio operators, distributed free of charge by G.E. tube distributors, now available at yearly subscription rate of $1.

THOS. LEE WILL

Validity Fight Begins

AUTHENTICITY and meaning of the purported will of the late Thomas S. Lee, owner of Don Lee Broadcasting System and other West Coast properties, were challenged in Los Angeles Superior Court last Thursday by his maternal aunt, Mrs. Nora S. Patee, San Marino, Calif.

With a long court battle threatened, Superior Judge Newcomb Condee refused to admit the disputed will to probate after attorneys Alfred Wright and Ernest J. Zack announced that Mrs. Patee would contest her nephew's signature as well as the meaning of the will. Hearing on a question of the will's validity was designated for March 30. Mr. Lee died in a fall or plunge from a Los Angeles office building Jan. 13 [BROADCASTING Jan. 16, 23].

The charge was also made that alterations had been made in the will of the initials of R. D. Merrill, Seattle lumberman and Mr. Lee's uncle by marriage, to whom he left his entire estate "to be divided as he sees fit." It was contended that the alleged alteration indicated that Thomas Lee did not know Mr. Merrill well and intended only to name him as executor.

Counsel Argument

The attorneys claimed that Mr. Lee actually planned to leave his $9,500,000 fortune to Mrs. Patee, Curler Lee, an uncle, and Mr. Merrill's wife, sister of the late Don Lee, father of Thomas. Of the three, only Mrs. Patee is living. L. G. Patee, husband of Mrs. Patee, was the only witness to sign the will, it was said.

Mr. Merrill had filed a petition, through public administrator Ben H. Brown, seeking special letters of administration pending appointment of an executor for the estate. Mr. Brown, as special administrator, has been placed on the Don Lee Broadcasting board of directors [BROADCASTING, Feb. 20].

Although they have not yet filed a contest of the will, two adopted daughters of the late Don Lee have petitioned the court to be informed of all matters pertaining to settlement of the estate. The adopted daughters, Mrs. Elizabeth Boyd Lee Fry and Mrs. Christine Boyd Lee Witherspoon, were each left $1 in the will of Don Lee.

DISCUSSION forum concerning proposed Mississippi Valley International Exposition in 1953 was heard over WWL New Orleans recently.

Burger Beer . . . . . .
DOUBLES SALES in 3 weeks
with "*directed*" advertising on . . .
WGRD
Grand Rapids, Michigan

L. A. CITATIONS

Radio, TV Shows Selected

NBC Theatre was named "outstanding radio program of 1949" among Hollywood-originating programs by the Southern California Assn. for Better Radio and Television, Los Angeles last week. Named outstanding television show was KECA-TV's *The Ruggles*.

Total of 18 programs, both radio and television, were named for "outstanding" awards in various categories by the group. Included are:

For outstanding entertainment in drama—radio, *NBC Theatre;* television, *The Ruggles;* for comedy and variety program, radio, CBS *Jack Benny Show;* television, CBS *Ed Wynn Show;* educational and informational program, radio—KNX *University Explorer;* television, KFI-TV *Meet Your World;* music program, radio—KHJ *Symphonies for Youth* (live), KFAC *Evening Concert* (recorded); television, KFI-TV *Music Theatre;* children's program, radio—KFI *Jump Jump;* television, KTLA *Time for Beany;* sports program, radio and television, KFI and KFI-TV *Tom Harmon.* Radio awards only will go to KFI Frost Warnings as outstanding agricultural program; KFI Herbert J. Mann, home and garden program; and KNX Chet Huntley, outstanding reporting and interpretation of the news.

SALES DEVICE

Outlets Mull BMB Report Use

METHODS of using the No. 2 Broadcast Measurement Bureau reports as a station sales promotion device are being worked out by subscribing stations following receipt of the new coverage figures.

At WOW Omaha, Bill Wiseman, promotion manager, is preparing a four-page folder for use in selling. The first page will include a large map of total weekly daytime audience, showing coverage percentages by counties. Page 2 will include three small outline maps. These will show percentage of radio families listening in the daytime to WOW six to seven days per week, three to seven days and three to five days. The three-to-seven figure is a WOW deduction from the official BMB figures.

Third and fourth pages will give the same information for nighttime. Page 4 also will include a summary of WOW coverage by states, both day and night, along with farm vs. urban coverage for the whole area. Pages 1 and 2 and pages 3 and 4 are laid out so they can be torn apart and used separately. The circular can be punched on the left side and included in a presentation, or used separately. Mr. Wiseman believes the circular "will give the timebuyer all of the information he can possibly want."

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

KPAB CASE

FCC Court Injunction Denied; Outlet Seeks Stay Order

WHAT is believed to be FCC's first attempt to put a station off the air by court injunction pending completion of revocation proceedings was denied last week. KPAB Laredo, Tex., the station involved, meanwhile has filed an injunction to halt the revocation hearing itself on grounds it is premature and violates the Administrative Procedure Act.

The Commission's unique and unannounced move came to light through full-page advertisements run in the Washington (D. C.) *News* by William Prescott Allen, publisher of the Laredo *Times* and a defendant in the proceeding, who charged FCC with seeking "to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats." The ad stated certain Congressmen had been asked "to look into this rotten situation."

FCC ordered the revocation of KPAB in early January on grounds that Mark Perkins, sole owner of Laredo Broadcasting Co., licensee, "has caused control of KPAB to be transferred to Allen K. Tish, William Prescott Allen and others without Commission approval, and that KPAB is now operated by these persons without a license" [BROADCASTING, Jan. 9]. KPAB is assigned 250 w on 1490 kc.

The Commission's request for interlocutory injunction to suspend KPAB was denied on Monday in the U. S. District Court for the Southern District of Texas, Laredo Division, by Judge James V. Allred, former Governor of Texas. Judge Allred stated that since KPAB alleged that Mr. Perkins had resumed operating control of the station the Commission's request was in effect moot. FCC held KPAB had not been operating under the control of the party authorized in the license.

FCC told the court that Messrs. Allen and Tish, K. H. Smith, James Kazan, J. G. Hornberger and William Prescott Allen Jr., whom it cited as defendants along with Mr. Perkins and Laredo Broadcasting Co., were "financially interested in or actually engaged in the control and operation" of KPAB "contrary to the provisions of the Communications Act."

Affidavit Filed

An affidavit dated Jan. 14 was filed with the Commission last month which affirmed that Mr. Perkins "has an interest in Laredo Broadcasting Co. and is connected therewith at this time, but that the affairs of such company require reorganization."

KPAB's request for injunction to stay the revocation hearing, designated to commence March 6, in Laredo before Comr. Paul A. Walker, was filed Thursday with the U. S. District Court in Washington and argument is scheduled Tuesday. KPAB contended that the Administrative Procedure Act as the law of Congress has precedence over FCC's rules and regulations and this act prescribes that the accused be fully apprised of alleged error and given opportunity to correct the error before such drastic action as revocation be taken.

Publisher Allen's advertisement in the Washington *News* indicated that complaint about the proceeding had been directed to Sen. Tom Connally (D-Tex.), Rep. Lloyd M. Bentsen Jr. (D-Tex.), Sen. Eugene Millikin (R-Col.), Sen. Edwin C. Johnson (D-Col.), Rep. Wayne N. Aspinall (D-Col.) and Sen. Robert A. Taft (R-Ohio). Spokesmen for most of this group stated they had received correspondence or telegrams but no action was taken other than routine acknowledgement or securing factual details.

Mr. Allen's advertisement in the *News* last Monday follows:

> The Federal Communications Commission is heading towards turning this U. S. into a country ruled by a bureaucracy dictatorship.
>
> This agency seeks to control all radio by destroying anyone who fails to get on their knees and kiss the hand of these FCC bureaucrats.
>
> The only radio station in Laredo, Webb County, Texas, with a population of 75,000 today has seven FCC Washington bureaucracy lawyers asking the Federal courts to close this only station. This case is being heard today in Laredo, Tex.
>
> Early in January 1950, we asked Sen. Tom Connally, Congressman Lloyd Benson (sic), Sen. Eugene Milliken (sic), Sen. Ed Johnson, Congressman Aspinwall (sic) and Sen. Taft to look into this rotten situation for the sake of saving the U. S. from the same fate which was brought about in Argentina by Perron (sic), in Russia by Stalin, in Germany by Hitler.
>
> We are asking the Congress of these United States to investigate this bureaucracy which threatens the freedom of our U. S.
>
> Yes, if we would bow or get on our knees we could get along with the FCC. But we choose to lose the $80,000 which is invested in this only radio station, and continue to see America live as a free democracy.
>
> Now who makes these charges against the FCC asking you to watch this attempt to destroy the only radio station which serves 75,000 people? One of President Harry S. Truman's electors of 1948.
>
> Wake up, America! When Ambassador Patrick Hurley was trying to save China from the Communists, the bureaucrats in Washington were helping Joe Stalin take China and some of the same bureaucrats are yet serving the U. S. in Washington unfaithfully.
>
> It is time to act. The FCC, if it can destroy what was intended to be a free radio, can next destroy the free press.
>
> WILLIAM PRESCOTT ALLEN,
> Publisher, *Laredo Times*,
> Laredo, Tex.

duPONT AWARDS

N. Y. Dinner is March 11

PRESENTATION dinner for the 1949 awards of the Alfred I. duPont Radio Awards Foundation will be held March 11 at the Hotel St. Regis, New York City. Competition for this, the eighth series of annual awards, closed Dec. 31, 1949 [BROADCASTING, Oct. 31, 1949].

The annual honors will be conferred on two radio stations "within the continental United States, for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and loyal and devoted service to the nation and to the communities served by these stations respectively." $1,000 each will be given a station of more than 5 kw power and to a station of 5 kw or less power.

Another prize of $1,000 will go to an individual radio commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

W. H. Goodman is secretary of the awards committee of the awards foundation, with address at Box 720, Jacksonville, Fla.

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
WIBW The Voice of Kansas in TOPEKA

Sales Crops Grow

(*Continued from page 19*)

mas show, and only about five a year can be classed as actual commercials, in the opinion of Mr. Seaman. Even then, he explains, it is not a direct sales pitch, but announcement of new equipment. The Tractor Division has never used a hard sell, "and probably never will." Mr. Seaman writes all commercials. Firm also drops one or both mentions during the 4-H Club Congress, an annual feature, or during long pickups.

Copy must be clear and simple. Remotes are lined up from one to four months in advance, depending on dates set for important farm events. Eight to 10 meetings in 1950 had been scheduled as early as last November.

The first commercial often is devoted to public service projects, including campaigns sanctioned by the Advertising Council. The second is frequently localized for the repeats with a western angle.

An example of a first commercial:

> For those whose legs are too weak to run—whose arms may be handicapped—we wish to make this March of Dimes plea. Polio still remains one of the nation's most vicious scourges. The need for funds to fight this disease grows as increasing numbers of boys and girls—as well as men and women—become victims of this dreaded affliction. By contributing to the March of Dimes Jan. 16 through 31, you are not only aiding those already stricken, but you are also helping the efforts to stamp out future epidemics. The dimes you give today will help build a brighter, safer future for our children. Allis-Chalmers urges you to give generously to help make some little child well and happy and to help find a way to stamp out one of our worst enemies—infantile paralysis.

A sample second, or product, commercial:

> Have you visited the service shop of your Allis-Chalmers dealer recently? If you have, you probably noticed many specialized tools—valve refacers, rod aligners, compression testers and other hand and power tools for every work requirement. You may have been interested in the way the mechanics used compressed air and special fluids to clean intricate machinery. You may have seen the engine block holders and heavy-duty cranes which hoist and place even the heaviest equipment in safe, working positions.
>
> Day after day, mechanics in the shop of your Allis-Chalmers dealer use these tools to check and overhaul tractors, All-Crop harvesters, Roto-Balers—every conceivable type of farm equipment in the community. The experience of these men, their knowledge of tools, their ability to ferret out trouble you might have with your equipment during the 1950 crop season can be of great value to you. We urge you to take advantage of the specialized service your dealer offers.

LED by WBAP Fort Worth's Farm Editor Layne Beaty (third from left, front), this group of 21 Texas cattlemen and their wives are about to take off for a three-week stock-raising study tour arranged by the *Star-Telegram's* WBAP. [BROADCASTING, **Feb. 20**].

Although it is impossible to determine the exact number of listeners because there are no national ratings taken among farm families, it is believed that most farm families with radios (estimated 80% of six million farm homes) listen frequently to the *National Farm and Home Hour*. In addition, there is a growing city audience.

Shows Popularity

Various independent surveys show the program is popular in both urban and rural areas. In an Oklahoma study, farm people always ranked the show first or second. A survey of programs broadcast by WNBC New York showed the program was favored by half the farm people surveyed.

Audience response is always good on special offers. In June 1946, for example, A-C received 1,300 requests for a bulletin on fence posts; 5,600 for a pamphlet on how to build with logs, and 3,900 for instructions on home freezing of fruits and vegetables, all after only one mention. That farm women are loyal listeners was proved last fall when 8,600 wrote in for a baking bulletin mentioned once.

Client, agency and network promotion staffs work closely together. NBC sends out a weekly farm radio news bulletin to between 150 and 200 stations.

Aids Dealers

Allis-Chalmers dealers show an increasing interest in radio. The Tractor Division pays for the *National Farm and Home Hour*, but individual dealers throughout the country are advised to allocate 1½% of their gross to local advertising. In 1949, a radio kit issued by the A-C sales promotion department included 45 commercials. In 1950, the kit contains 105, "suitable for every selling job, all types of equipment."

On-show promotion is devised by Mr. Seaman, who, like Messrs. Roberts, Visser and Gittins, was born and reared on a farm. Mr. Seaman and Mr. Visser handle A-C public relations and visit A-C dealers and their friends when on the road. This is more often than not.

Hires Seaman

Jerry Seaman was hired especially for the job after working as press radio chief in the regional office of the U. S. Soil Conservation Service in Milwaukee. For seven years he was journalism instructor, publicity director and radio editor at North Dakota Agricultural College in Fargo. A graduate of Iowa State College, with bachelor and master degrees in agricultural journalism, he worked as a newspaperman in New Jersey, Minnesota, Iowa and Illinois.

Mr. Visser is also a graduate of Iowa State, with a degree in animal husbandry and journalism. He substitutes for Everett Mitchell on occasion, and handles commentary on many pickups.

The Tractor Division, with the help of these men and Bert S. Gittins, has prospered since it first appointed the Gittins agency. Speaking of his relationship with Allis-Chalmers, which originated with a 90-day trial period, Mr. Gittins claims "I'm still on trial. Sometimes agencies make a point of how clients have grown during their tenure. Roughly, the Tractor Division has increased its volume some 30 times from its low point, but I am forced to admit the business would have grown even though they had never heard of me.

"As in so many things, Allis-Chalmers did most of the pioneering in radio for the farm equipment industry. Through our experience, I feel we have done as much in agricultural radio as anybody in the business. I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Allis-Chalmers, which manufactured millstones in 1847, now makes thousands of different agricultural, industrial and electrical items. For the Tractor Division, the *National Farm and Home Hour* has implemented the efforts of Mr. Roberts' "early recognition of the existing need for mechanization on family-operated farms, and those of A-C engineers who originated new designs that placed the tractor within the reach of all farmers."

SEVENTY-second anniversary of patent of phonograph by Thomas A. Edison reviewed on *Sunrise Serenade* show on WOR New York, Sunday, Feb. 19.

DON LEE CASE

Firm Won't File Exceptions

DON LEE Broadcasting System notified FCC last week that it will not file exceptions to the Commission's proposed decision which, while anticipating renewal of the licenses of Don Lee's owned stations, concluded the network had violated FCC's network rules [BROADCASTING, Jan. 2].

William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, Don Lee counsel, wrote FCC that an "exhaustive investigation into the relevant facts" has shown that a further hearing will be necessary if the decision is to be based on complete evidence on many points.

Cites Delay

"Reopening the record for complete evidence on such points," the letter noted, "would inevitably involve many months of delay. It is clear, moreover, that the question of whether these subordinate findings [that violations had occurred] should be revised in a manner more favorable to Don Lee is essentially moot in these proceedings." The letter continued:

> **For these reasons, and particularly since further deferment of the issuance of the license renewals would multiply the hardships already experienced by Don Lee because of the time consumed in these proceedings, it has been concluded that the filing of exceptions and a request for the reopening of the record are not justified at the expense of a prolonged delay in the issuance of the license renewals. It is, therefore, requested that the Commission forthwith issue these license renewals.**

Don Lee is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles.

TWO new Megohm meters announced by Industrial Instruments Inc., Jersey City, N. J. Models, L-4A and L-2A, feature internal circuits.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by American

CRY OF THE WILD GOOSE

On Records: **Frankie Laine—Mer. 5363; Tennessee Ernie—Cap. 40280; Joe Marine—Dec. 24895; Mervin Shiner—Dec. 46220; Terry Gilkyson—4 Star 1430; Bill Darnel—Coral 60163.**

On Transcription: **Jubilaires—Standard.**

BMI

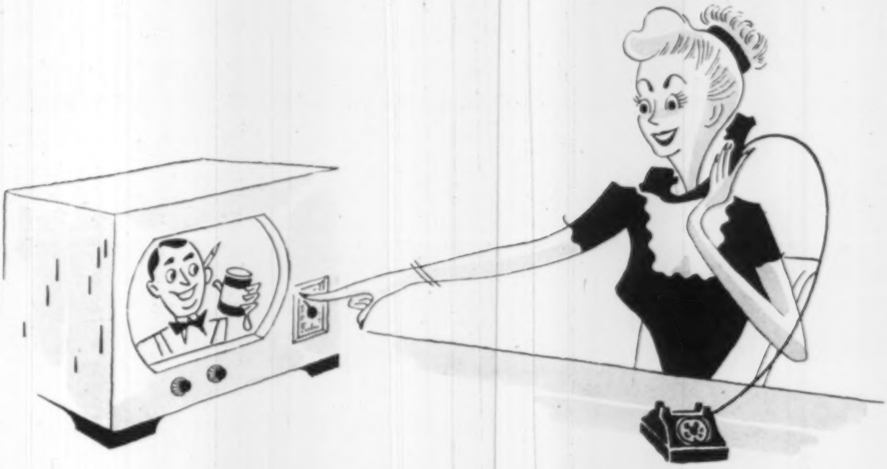
BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

UARY 27, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

DU MONT DAYTIME TELEVISION *sells!*



Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!

TELEVISION DUMONT NETWORK

America's Window on the World
515 Madison Avenue, New York 22, N. Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

WPTZ
Television
RCA Victor

Whirligig...

a bright new TV program for the young in spirit!

ORIGINALLY a feature on WPTZ's Wednesday Matinee, "The Whirligig Show" now is a bright spot in the Philadelphia television spectrum every afternoon, Monday through Friday at 4:30. George Skinner is still the easy-going emcee; Bob Courtleigh is still vice president in charge of nonsense, and the special effect that translates music into visual patterns still plays the title role.

At first, we thought "Whirligig" was a teen-age show, probably because it featured guest appearances and informal chats with the up-and-coming as well as the great in pop music . . . a gallery of teen-age cheer leaders . . . and music with a beat.

Looking over the mail, however, turns up such fans as a Greek Orthodox priest, fireman, housewives by the thousands—and teen-agers! Here in the office, for instance, secretarial work seems to come to a grinding halt every day at 4:30 while the girls find reason to "check up" on the Skinner show.

All in all, we have come to the conclusion that "The Whirligig Show" is strictly for the young in spirit, regardless of age. And, contrary to some opinion, that includes most everybody in the Philadelphia area.

"The Whirligig Show" is now available for sponsorship by days or time segments. For details on the program and how you can use it to reach the second largest television audience in the country, drop us a line or call your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

ional Press Bldg.
shington 4, D. C.

FEBRUARY 27, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

THE COLOR TRIANGLE

RCA, CBS, CTI Comparative Showings

By J. FRANK BEATTY

THREE tri-color television systems met in a battle royal Thursday morning, with government and top industry executives serving as judges and observers.

The long-awaited showing of all three color systems in one room was staged at the FCC's laboratory, located 25 miles northeast of Washington near Laurel, Md. In the bare confines of a barn-like building RCA, CBS and Color Television Inc. submitted the fruit of their costly experiments to the probing gaze of a hundred critical observers.

And who won?

- RCA emerged smiling, satisfied it had successfully demonstrated a superior all-electronic system having complete color stability, with one-tube system in the offing.
- CBS contended the tests clearly demonstrated superiority of its system and removed any doubts that it is better than the others.
- CTI suffered equipment breakdowns ascribed to line-voltage changes and asked for another demonstration.

The interested viewers who watched this history-making battle included some members of the Condon Committee, formed under Bureau of Standards auspices to report to Chairman Edwin C. Johnson (D-Col.), of the Senate Interstate & Foreign Commerce Committee, on color's progress.

Sen. Johnson attended, accompanied by Sen. Ernest W. McFarland (D-Ariz.) of the committee and Edward Cooper, committee communications adviser. Kurt Borchard, of the House Interstate & Foreign Commerce Committee staff, represented that group.

Banks of receivers were placed in the laboratory so viewers could observe all three systems in operation simultaneously. The room was crowded, and most viewers who remained seated found it difficult to see three sets at a time because they were too close. Soon they started milling around from one set to another as the tests progressed.

Simultaneous Operation

All receivers were operated simultaneously from antenna systems provided by the three exhibitors. RCA received signals from the NBC Washington TV outlet, WNBW, operating on Channel 4. CBS picked up from its Washington TV affiliate, WOIC, on Channel 9. CTI was fed on Channel 7 by WMAL-TV Washington.

Programs originated in separate studios, with sample materials available for purposes of comparison. Monochrome receivers permitted comparison with the color pictures.

FCC engineers made readings of picture definition. These figures are to be inserted in the television hearing record this morning.

The demonstration opened with wedge test patterns moving horizontally and vertically, simulating usual camera movements. In comparison with the sample pattern in the room, CBS appeared to show more faithful color reproduction, though a bluish hue was noted in the wedges of some receivers.

On some of the RCA sets a blackish hue was apparent to observers in portions of the green and yellow segments, with the yellow veering toward orange. RCA showed uniformity across the pictures, and colors appeared to remain constant. The lack of uniformity as between receivers, and across individual pictures, that marred RCA's pictures last autumn appeared to have been corrected as a result of recent progress.

CTI Results

Several CTI sets were in operation, with best results apparent on a set in the balcony. The pictures lacked the brightness of CBS and RCA receivers, and were difficult to watch even in the half-darkened surroundings. Registration of the three separate images on the CTI projection screens was lacking much of the time when test patterns were shown.

Technical observers were keenly interested in a moving test pattern with rotating paddles of various colors, operating at varying speeds. As the speed increased there were stroboscopic effects. Some observers declared they saw color breakup in the CBS black-and-white as well as color pictures.

Keyboard color and black-and-white test patterns were shown, followed by a pattern in which fairly fine lines of different hue but uniform thickness were shown. Here many viewers felt CBS was superior with some of the RCA colors appearing to differ from the sample chart.

Both systems were impressive in depicting canned goods, cigarettes, cereal boxes, toweling and other familiar articles of a type that would be used by color TV sponsors.

A quarter-hour of live programming included Jeanne Warner, of WNBW, and Gloria Muddell, of the Fred Waring organization, in simultaneous songs. The color effects were pleasing but the jumbled sounds from adjoining sets were disconcerting. Dancers and models appeared before the cameras in bright costumes.

Ends With Monochrome

First half of the program concluded with reception of standard monochrome on color receivers, operated from a Channel 4 signal supplied by the laboratory and originating at WNBW.

Frieda Hennock, FCC Commissioner, provided coffee at intermission.

Second series of tests dealt with fringing, interference and ghost problems. Desired signals originated from the same stations with the laboratory supplying interference. Live talent and colored articles were used for programming. Co-channel and in-channel interference of varying degrees was introduced until pictures became unusable.

To demonstrate fringe area reception, signals were reduced. Ghost problems were studied by means of ghosts of varying phase supplied by the laboratory. Final tests found receivers back on their

(Continued on Telecasting 16)

COLOR HEARINGS

Three-Day Week Set For Resumption

FCC's color television hearings which resume today (Feb. 27) after a recess since Nov. 22, will be held on a three-day-week basis through March, according to a schedule released by the Commission last Thursday.

The schedule:

Feb. 27, 28, March 1; March 15, 16, 17; March 22, 23, 24; March 29, 30 31.

Sessions scheduled for March 8-10 were cancelled to avoid conflict with the Institute of Radio Engineers' 1950 convention and radio engineering show in New York March 6-9.

FCC meanwhile notified Theodore A. Wetzel of Milwaukee, who had petitioned for consideration of a color system which he said he had developed [TELECASTING, Jan. 9], that he could not be permitted to participate in the hearings on the basis of the information he had submitted.

The Commission said it felt that "a prima facie showing has not been made that your proposed system can be used as a basis for the promulgation of color television standards." FCC left the way open for Mr. Wetzel to submit additional support of his peititon or to offer a demonstration of his system, but held:

> **. . . it appears from your petition that your proposed system has not progressed beyond the theoretical stage; that the amount of research and development which your system has undergone does not appear to be sufficient to permit you to determine fundamentals and to explore basic problems; and that no transmitting or receiving apparatus has been constructed by you which would be suitable for either laboratory or field testing.**

Mr. Wetzel claimed to have developed a color TV system which is completely compatible with existing black-and-white standards and which would permit conversion of existing receivers and camera equipment at "very low cost."

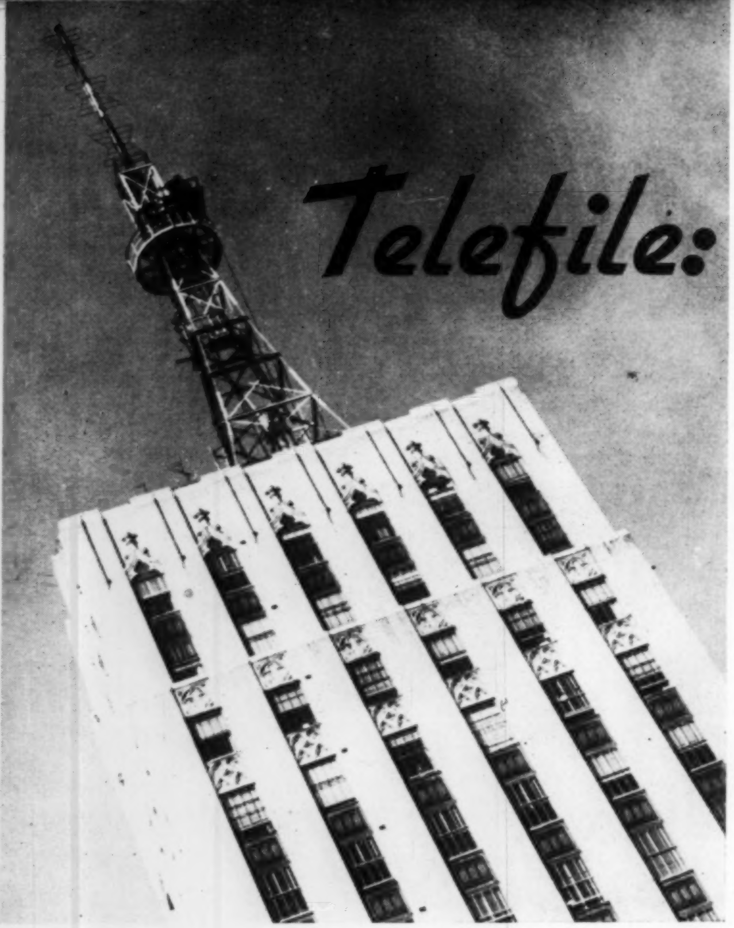
N THIS TELECASTING . . .

hree Color Systems Meet in Comparison 3
lor Hearings to Resume Today ... 3
mpetitors Unite in A New Form of TV Advertising 8
BC-TV 'Saturday Night Review' Started 12
dustry Opposes TV-set Excise Tax 12
OI-TV Ames, Iowa, Starts 14
L Color System Announced to FCC 16

DEPARTMENTS

n Report .. 18
Dotted Line 9
Telefile 4
Telestatus 6

XUM



Telefile: WABD New York Lives Up to DuMont Tradition of Pioneering

SOME DAY when industrial historians sit down to trace the development of television, chances are that they will salute WABD (TV) New York, flagship for the DuMont Television Network, for its earnest endeavor to destroy the shibboleth that "big city television is strictly for the million-dollar advertiser." WABD's goal has not been to produce the most lavish video entertainment but rather to develop the most effective TV advertising at a cost within reach of low as well as high-budget accounts.

"And that," says Commdr. Mortimer W. Loewi, its chief and director of the DuMont Television Network, "is just what we intend that WABD shall continue doing.

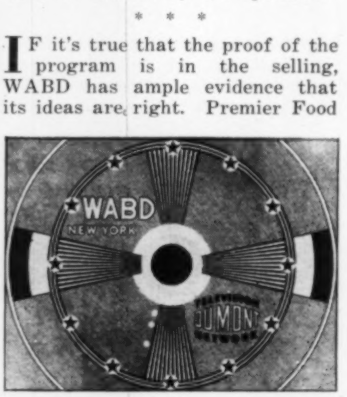
"Here, during the last year or two, with a small, hardworking, knowledgeable staff, we have pioneered daytime and Saturday night programming as well as low-cost program production and techniques which we believe are, in part, responsible for the encouraging turn that experts are noting in the industry's affairs and prospects.

"WABD's direction is in the hands of the DuMont Television Network executives, but its well-being stems to a large degree from the fact that each and every one is as zealous for the station's welfare as for any responsibility that he carries. Chris J. Witting, our new network general manager, for example, while leading the organization in consolidating and solidifying our position nationally during the year, likewise has so operated WABD that, if it were disassociated from network origination and such service, the station itself would be in the black.

"So, too, James J. Caddigan, network program production director, created several shows for WABD which proved so attractive that, at affiliate request, we moved them on the network. At the same time his production crews achieved such efficiency that from Studio D alone we telecast 16 or 18 programs back-to-back every day. Several station operators have told us that they utilized WABD as an object lesson for their production staffs who are faced with the necessity of doing a good job economically. At the same time the sales staff under Tom Gallery and his assistant, Trevor Adams, in tripling network billing for the year, has placed WABD in the forefront among stations utilized by TV sponsors."

* * *

IF it's true that the proof of the program is in the selling, WABD has ample evidence that its ideas are right. Premier Food Products Co., after five weeks of advertising its Sauce Arturo on *Johnny Olson's Rumpus Room,* WABD daytimer, was so gratified with the results that it renewed its 13-week contract eight weeks in advance. Each week's sales exceeded those of the week before and the company reported mail requests for its proffered recipes were the greatest in its 80-year history.



A premium offer made by Kolynos on the children's program, *Small Fry,* produced 25,000 box tops from 12 announcements. Each reply was accompanied by a 25-cent piece. A survey made by Advertest showed this dentifrice holding first preference in 25% of the homes regularly viewing *Small Fry*—compared to 3.2% firsts in homes where other programs were watched during that time.

Participation plugs on WABD's morning *Your Television Shopper With Kathi Norris* reportedly increased the sale of A & P's Jane Parker bread by 5,000 to 6,000 loaves a week in the New York area. One announcement on this program by another firm drew 156 orders for a $2.95 handstitching machine and in two days the program sold more than 300 of these Jiffystitchers, worth over $885. The agency said that this response was the greatest result per dollar from any radio or TV campaign used by the sponsor anywhere in the country.

Ludwig-Baumann, retailer, in cooperation with Selbra China Co., made a special offer of a $19.95 dinner set on WABD—exclusively for mail and phone orders. Within five minutes after the announcement the store received six orders and the overall volume made the campaign completely self-liquidating.

A New York furniture retailer, who insists on anonymity, used a one-minute Sunday night spot on WABD with such success that he found it necessary to increase his staff from three to seven people and to take over the building next door. After stepping up his WABD schedule to five spots a week he attributed 70% of his sales directly to this campaign.

IT was away back in 1939 that Dr. DuMont filed an application for an experimental television station in New York City. At the same time, he authorized Commdr. Loewi, then executive vice president of Allen B. DuMont Labs, to rent a Manhattan office and the Commander found a $50-a-month room at 515 Madison Ave., the present home of WABD.

Outside his office window Commdr. Loewi erected a simple dipole antenna—one of the first in New York. Inside he installed two TV receivers for the benefit of far-sighted, imaginative viewers. Meanwhile, scouting for a suitable transmitter and equipment site, Commdr. Loewi found that the 42nd floor of the Madison Ave. skyscraper was soon to be available. To this location Dr. DuMont moved a 50 w transmitter with which DuMont engineers had been experimenting at the Passaic, N. J. plant.

Shortly thereafter Dr. DuMont named Will Baltin, now secretary-treasurer of Television Broadcasters Assn., as program manager of the station, and Charles Hoffman of Montclair, N. J., as chief engineer.

In April 1940 an experimental license was granted to the station with the call letters W2XWV. Early field tests were started. The first telecast from the new station was a test pattern, aired from midnight to 9 a.m.

Although there were fewer than 6,000 receivers in the country, Mr. Baltin busily started setting up a broadcast schedule. In August

Dr. DuMONT

1940, under special authority granted by the FCC, a DuMont crew set up a field TV transmitter at Canton, N. Y., and put a remote camera chain and a group of receivers into the field. This provided the first video coverage of the First Army war games in northern New York, largest peacetime military maneuvers ever undertaken in the U. S. to that time.

Another ambitious W2XWV program attempt during its experimental first year was to reconstruct a professional football game between the Chicago Bears and the Washington Redskins. By moving figures on a magnetic board set up in front of a camera, Mr. Baltin and his staff followed the progress of the game from play-by-play reports received by wire from Chicago. A valiant attempt to reproduce 1940 election night teletype bulletins via Trans-Lux projectors fell short of success due to lack of sensitivity of the camera tubes of that era.

Installation of permanent equipment was started early in 1941, and by the fall of that year extensive testing of the transmitter and field strength measurements were underway. By the spring of 1942 the young DuMont organization was deep in plans for instituting a regular series of planned programs. Robert Jamieson, new traffic manager for the network, had joined the station staff as stage manager; Dorothy Wootten as program announcer, and Walter Swenson as chief engineer, with Salvatore Patremio, now network maintenance engineer, as his assistant.

About that time Dr. DuMont decided to launch a full-fledged weekly series of variety programs and shows supporting the war effort. A formal production schedule was inaugurated on Sunday, June 23, 1942. Within six months the station went on a twice-a-week schedule, and early in 1943 added a third day to its operating week. Late in 1943, having been granted a full commercial license, W2XWV became, officially, WABD.

* * *

WHEN this country went to war all of the DuMont manufacturing facilities were turned over to the production of radar, loran and other electronic equipment for the armed forces. But WABD remained on the air thanks to a rule that Dr. DuMont had laid down. Anyone wishing to be associated with telecasting experiments must first work eight hours a day producing war equipment in the Passaic plant. Then, on their own time, those who wished to do so might go over to Manhattan and put the station on the air during the evening—so long as they were back at the factory in time for their next eight-hour shift on the production line. (Frank Bunetta, the director whose work is doing so much to free TV of the inhibitions imposed by movie approaches, was one of those who took advantage of the opportunity to get into TV early.)

WABD in this manner supported the war effort—bond drives, the Red Cross, air raid warden service, and recruiting campaigns. It made time available to all branches of the civilian and military effort.

During this period, Samuel Cuff, WABD's general manager, introduced top advertising agencies to television, making air time and studio facilities available at no charge to far-sighted and imaginative executives who wanted to experiment with the new medium. Among those early pioneers courageous enough to get their feet in the new door were Benton & Bowles, who conceived a series of 10-minute dramatic sketches for Post Tens, a variety of General Foods breakfast cereals packaged in a multiple container. Canada Dry came up with one-minute spot films on behalf of Spur Cola, and Chesterfield sent over Fred Waring with his vocal group (instrumentalists not yet being allowed to play in the new medium).

Durez Plastics regularly and recurrently placed Jessica Dragonette before the WABD cameras; Pres-On Mending Tape offered *The Hobby Hall of Fame*, on which enthusiastic hobbyists arrived at the studio to talk about and demonstrate their hobbies on television. Also among the early uncharged-commercial users were Lever Bros. Co. with a show called *Wednesday at Nine is Lever Time* for Rinso, and later Spry. The program featured a pretty blonde who sang and played the piano and was known as Roberta Hollywood, more famous now as Roberta Quinlan.

A TOP LEVEL consultation on WABD problems brings together (l to r) Commdr. Loewi, Mr. Caddigan and Mr. Witting.

* * *

About that time Commdr. Loewi, who had been keeping his eye on telecasting operations in his capacity as executive vice president of the parent organization, donned a naval uniform and went off to war. Leonard F. Cramer, now vice president of the corporation, moved over from Passaic and started to lay the groundwork for network operations.

Mr. Cramer immediately set about expanding WABD's facilities, opening in Wanamaker's New York Department Store what was then the world's largest and finest television studios. Utilizing more than half a million cubic feet of space, the new facilities included three studios, a balcony which could seat an audience of 500 persons, and many other features. Thither Mr. Cuff moved all of WABD's production and all of DuMont's telecasting was done from those studios until daytime programming was launched in the fall of 1948, utilizing Studio D at 515 Madison Ave. for most originations.

WITH the step-up in national interest in television that marked 1947, Mr. Cramer was called back to Passaic to take executive direction of the entire corporation and Lawrence Phillips joined DuMont to develop the Cramer-initiated network. With Leonard Hole, now with NBC-TV, in charge of operations at WABD, Mr. Phillips served as network director until the spring of 1949 when Commdr. Loewi assumed that position.

Mr. Witting joined DuMont in June 1947 and, working closely with Commdr. Loewi, built up a "team" that has pioneered in the development of low-cost TV programs for low-budget advertisers. The same era also saw the arrival at Du Mont of Mr. Caddigan. Under his direction DuMont can boast more "house" programs, created and produced by its own staff, than any other network. The record shows that the DuMont production staff has come up with better than one new program a month since he has headed the operation. The DuMont programming department operates what amounts to a continuous production research laboratory in devising and seeking new technical advances, cameras and exposition effects, lighting and other improvements in technique.

Sensing a need for a new type of adventure serial for modern-minded youngsters, Mr. Caddigan created *Captain Video*, which integrates into a live studio program of futuristic and scientific developments film sequences of cowboy adventure, providing a story within a story. This combination has paid off in audience, *Captain Video* outranking with New York moppets the

(Continued on Telecasting 13)

Mr. GALLERY

Mr. CHIPP

Mr. PASSMAN

Mr. ARMSTRONG

Telestatus

Advertest Surveys Program Desires

(Report 100)

THE DESIRE of television set owners to see the top comedy stars of radio on TV is revealed in a report released last week by Advertest Research.

When respondents were asked to name the radio programs they were looking forward to seeing on television, six of the 10 programs named most often were either comedy or situation comedy. *Lux Radio Theatre* is the only dramatic show which appears on the list. In the field of musical offerings Bing Crosby and *The Hit Parade* were named most often.

Only one daytime show, *Breakfast Club*, appears in the top 10. Although no single soap opera is listed, Advertest points out that the total for all the various programs named in this classification was 4.6%, "showing a desire by set owners for this type of daytime entertainment."

The survey covered over 500 television homes in the New York-New Jersey video area.

The Advertest list of the first 10 programs, and the percentage of set owners listing each, follows:

1. Jack Benny	15.9%
2. Bing Crosby	13.7%
3. Bob Hope	11.5%
4. Lux Radio Theatre	9.2%
5. Fred Allen	6.6%
6. Amos 'n' Andy	4.9%
7. Groucho Marx	3.7%
8. Breakfast Club	3.1%
9. Hit Parade	2.4%
10. Burns & Allen	2.0%

* * *

WGN-TV Chicago Issues Rate Card No. 5

WGN-TV Chicago rates will jump $100 per hour for live and film shows in Class A time starting March 1, Sales Manager George Harvey announced last week. Station's basic hourly rate for live shows was $700, $600 for film. This is the fifth rate card WGN-TV has issued since it took the air in April 1948.

Saturday and Sunday time, previously all Class A, has been reclassified. Mornings until 1 p.m. each day is now Class C; Saturday afternoon from 1 to 6 p.m. Class B, and Sunday afternoon from 1 to 6 Class A.

* * *

American Research February TV Ratings

LATEST American Research Bureau report on televiewing in New York and Philadelphia, released last week, shows Milton Berle's *Texaco Star Theatre* in first place for both cities.

Toast of the Town continued its hold on second place and the Arthur Godfrey *Talent Scouts* show remained third. In New York *The Children's Hour*, an hour-long program telecast at 10:30 a.m. Sunday, barely missed the top 10 with a rating of 35.1, according to ARB.

The survey covers the week of Feb. 1-7. Information is secured from "viewer diaries" placed in a cross-section of 500 homes in each city.

American Research Bureau February ratings for New York and Philadelphia, with January ratings shown in (parentheses) for comparison, are as follows:

NEW YORK

	Feb.	Jan.
1. Star Theatre	68.2	(64.9)
2. Toast of Town	54.7	(53.6)
3. Talent Scouts	52.1	(52.3)
4. Godfrey & Friends	44.4	(44.9)
5. The Goldbergs	42.0	(41.7)
6. Philco Playhouse	41.7	(35.4)
7. Suspense	37.5	(32.8)
8. Lights Out	37.5	(32.6)
9. Amateur Hour	36.5	(27.2)
10. Studio One	35.5	(35.0)

PHILADELPHIA

	Feb.	Jan.
1. Star Theatre	73.7	(72.7)
2. Toast of Town	60.0	(65.8)
3. Talent Scouts	59.2	(65.4)
4. TV Teen Club	58.9	(45.7)
5. Cavalcade of Stars	58.0	(49.2)
6. Godfrey & Friends	56.9	(57.2)
7. Stop the Music	51.4	(52.9)
8. Kraft TV Theatre	49.6	(31.7)
9. Boxing (Fri., Wash.)	48.6	(53.3)
10. Children's Hour	46.0	(53.3)

* * *

Survey Source Changed For S. F. Count

THERE WERE 38,517 television sets in the San Francisco coverage area as of Feb. 1, according to the city's Television Stations Committee. The increase of approximately 5,000 sets from the figure previously reported in TELECASTING's Weekly Television Summary is said to reflect ownership in areas not covered before.

Northern California Electrical Bureau information which had been reported covers only areas served by Pacific Gas & Electric Co., and excludes such towns as Palo Alto and Alameda plus rural areas not served by PG&E.

The San Francisco TV Stations Committee, comprising general managers of the city's three stations, surveys not only retail dealers in the entire video coverage area but also distributors for an estimate for the sets released by them at wholesale to viewers.

* * *

Weekly Television Summary

Feb. 27, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Ames	WOI-TV	1,200	Dealers
Atlanta	WAGA-TV, WSB-TV	22,300	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	133,248	TV Cir. Comm.
Binghamton	WNBF-TV	9,112	CPA Audit
Birmingham	WAFM-TV, WBRC-TV	11,000	Distributors
Bloomington	WTTV	4,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	68,185	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	353,893	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	80,700	Distributors
Cleveland	WEWS, WNBK, WXEL	154,340	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	41,400	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	38,450	Dist. & Deal.
Davenport	WOC-TV	7,572	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	35,800	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	181,000	Distributors
Erie	WICU	27,050	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	38,450	Dist. & Deal.
Grand Rapids	WLAV-TV	16,700	Set Registration
Greensboro	WFMY-TV	8,774	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	5,000	Distributors
Indianapolis	WFBM-TV	23,000	Dist. & Deal.
Jacksonville	WMBR-TV	7,800	Wholesalers
Johnstown	WJAC-TV	13,600	Distributors
Kalamazoo-Battle Creek	....	5,169	Dealers
Kansas City	WDAF-TV	26,900	Elec. Assn.
Lancaster*	WGAL-TV	30,434	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	396,060	Rad. & Appl. Assn.
Louisville	WAVE-TV	23,086	CPA Audit
Memphis	WMCT	15,922	Distributors
Miami	WTVJ	17,100	Dealers
Milwaukee	WTMJ-TV	80,844	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	16,641	N. O. Pub. Serv.
New York	WABD. WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,015,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	....	1,917	Distributors
Oklahoma City	WKY-TV	18,421	Distributors
Omaha	WOW-TV, KMTV	15,156	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	375,000	Elec. Assn.
Phoenix	KPHO-TV	4,328	Distributors
Pittsburgh	WDTV	71,000	Dist. & RMA
Portland, Ore.	....	606	Eng. Est.
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	22,333	Distributors
Rochester	WHAM-TV	25,536	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,500	Dealers
San Antonio	KEYL, WOAI-TV	9,717	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Stns. Comm.
Schenectady	WRGB	57,500	Distributors
Seattle	KING-TV	21,800	Distributors
St. Louis	KSD-TV	87,600	Union Elec. Co.
Syracuse	WHEN	28,479	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	7,200	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	101,100	TV Circ. Comm.
Wilmington	WDEL-TV	28,614	Dealers

Total Markets on Air 59; Stations on Air 100; Sets in Use 4,347,497

*** Lancaster and contiguous areas.**

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

January Teleratings Released by Hooper

MILTON BERLE'S *Texaco Star Theatre* led the top 10 TV-Network Teleratings for January according to a report released last week by C. E. Hooper Inc.

The other top ranking programs were listed by Hooper as:

2. Talent Scouts (9 CBS TV cities)	54.7
3. Godrey & Friends (40 CBS TV cities)	44.9
4. Toast of Town (19 CBS TV cities)	43.1
5. Stop the Music (18 ABC TV cities)	41.3
6. Lone Ranger (25 ABC TV cities)	37.7
7. Cavalcade of Sports (14 NBC TV cities)	37.3
8. Cavalcade of Stars (18 DuMont cities)	36.9
9. Fireside Theatre (15 NBC TV cities)	36.1
10. Lights Out (28 NBC TV cities)	34.5

* * *

U. of Miami Surveys Local TV Preferences

ED SULLIVAN'S weekly variety show, *Toast of the Town*, is the most popular TV program broadcast by WTVJ(TV) Miami, according to a survey conducted last month by the radio and television department of the U. of Miami.

A thousand pairs of postcards, one listing local programs, the other kinescope or motion picture film shows, were included in WTVJ's weekly program log mailing for the week of Jan. 9. Respondents were asked to rate programs as very good, good, fair, poor or very poor, with replies rated according to a scale that assigned the index of 100 to very good, 75 to good, 50 to fair, 25 to poor and 0 to very poor.

Results showed the kinescopes of network TV shows and the motion picture films far more popular than the station's local live programs. Only one local telecast, a U. of Miami basketball game, got into the 10 most popular programs; only one non-local program, *Kukla*,

(Continued on Telecasting 15)

WSB-TV
is not broadcasting color television

BUT WE CAN!

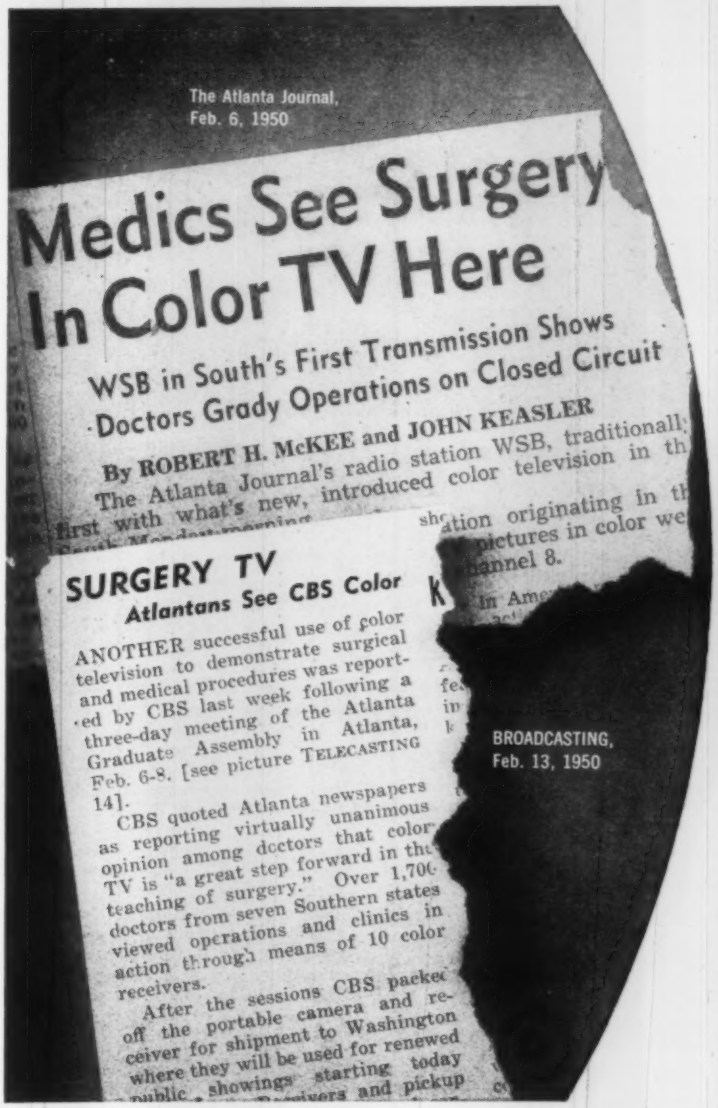
as a matter of record—
we have!

We are interested and concerned with promoting the art of television in all its aspects — both present and eventual.

Within a few short months this station has become known as an accurate testing ground for new ideas, and for a reliable reflection of audience attitudes.

The production and technical personnel of WSB-TV is capable of handling any program idea. These capacities, the television public recognizes — and rewards.

And that is another reason why WSB-TV can and does sell MORE merchandise for sponsors in the great Atlanta market.



The Atlanta Journal,
Feb. 6, 1950

Medics See Surgery In Color TV Here

WSB in South's First Transmission Shows Doctors Grady Operations on Closed Circuit

By ROBERT H. McKEE and JOHN KEASLER

The Atlanta Journal's radio station WSB, traditionall
first with what's new, introduced color television in th

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SURGERY TV
Atlantans See CBS Color

ANOTHER successful use of color television to demonstrate surgical and medical procedures was reported by CBS last week following a three-day meeting of the Atlanta Graduate Assembly in Atlanta, Feb. 6-8. [see picture TELECASTING 14].

CBS quoted Atlanta newspapers as reporting virtually unanimous opinion among doctors that color TV is "a great step forward in the teaching of surgery." Over 1,700 doctors from seven Southern states viewed operations and clinics in action through means of 10 color receivers.

After the sessions CBS packed off the portable camera and receiver for shipment to Washington where they will be used for renewed public showings starting today

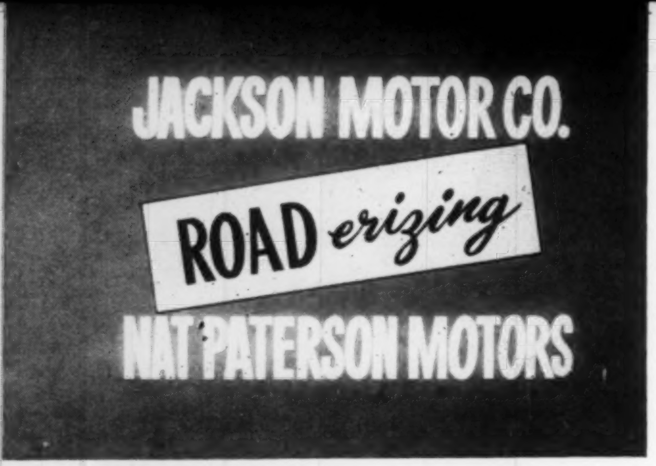
BROADCASTING,
Feb. 13, 1950

WSB-TV is the first station in the South to broadcast color television.

wsb-tv

ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented by Edward Petry & Company, Inc.



Competitors Unite In A New Form Of Video Advertising

By FLORENCE SMALL

"WE SIMPLY took a problem and turned it into a profit."

With that deceptive simplicity, Ely Landau, director of television for Moss Assoc., New York, defined what is one of the most interesting and successful local television ventures in the New York area.

The problem was actually duo-fold. Two separate automobile firms, the Jackson Motor Co., Jackson Heights, L. I., and Nat Paterson Motors Inc., Ozone Park, L. I., both DeSoto-Plymouth dealers, sought individual service from the agency on their respective accounts. Both were considering television.

The medium, however, proved too expensive for each of the firms to tackle at great length individually. Moreover, even if the agency had been able to accede to its clients' desires, it would have placed Moss Assoc. in the untenable position of selling competitive services at the same time in a somewhat similar area.

Mr. Landau answered the first part of the problem by joining the two in a common campaign, splitting the costs between them. But that left yet a greater problem to solve. How could the agency direct sales exclusively to Jackson and Paterson without diffusing the benefits of their advertising among DeSoto-Plymouth dealers who were not participating in the campaign? And what about the business of competitive services?

Moss Assoc. answered both problems in one stroke. The firm struck on the idea of creating a "theme" to be used by both clients, but by them alone. To do this the agency coined and copyrighted a word, "Road-erizing," and built the campaign around that word. Aware that automobile sales grow out of automobile servicing, they defined "Road-erizing" in the commercials as a complete servicing job by highly skilled, factory-trained mechanics, including complete lubrication, check of battery, steering post and lights, etc.; front-end check, adjustment of brakes, setting and adjusting ignition timing and carburetor, tightening of body bolts and a road test on which the car is critically tested for noises, handling ease, smooth riding, performance and response.

Price of the service was set at $7.95.

On the Monday following the first Saturday evening on which the "Road-erizing" commercial broke, one of the dealers got 19 calls for this service. The other received 26 such calls during the week. Inasmuch as "Road-erizing" was not advertised elsewhere, all of these calls could be attributed directly and solely to the TV advertising.

Growing Response

Since the inception of the theme and TV campaign, both dealers report a steadily mounting number of "Road-erizing" jobs sold and a sharp upturn in their servicing business in relation to the corresponding period of the previous year. The number of cars sold has increased proportionally. The Nat Paterson Co.—as a result of this and a previous brief solo invasion of TV with Moss Assoc.—has risen from one of the smallest DeSoto distributors to the second largest dealer in Long Island, Nassau and Suffolk Counties.

The show which the two firms sponsor—at a joint annual cost of $50,000—is an hour long presentation of the wrestling matches on WABD (TV) New York, 10 p.m., Saturday. The matches originate in Chicago. The program has the second highest rating of any Saturday night TV program in the New York Metropolitan area.

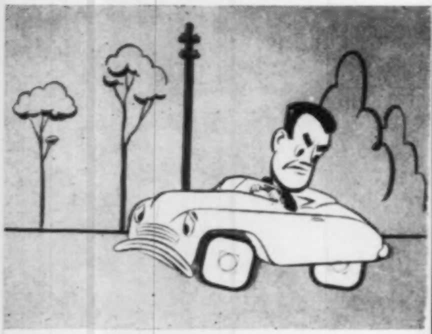
The time cost is extremely low in relation to the size of audience reached, Mr. Landau told TELECASTING. He estimates it about 20 cents per 1,000 messages delivered.

The commercials consist of four one-minute silent animated cartoons that cost less than $1,500 and promote both clients. Commercial costs were kept down by using only eight basic pieces of art work with moving panoramic backgrounds for all four commercials, intermixing them and reversing the direction of the action for variety.

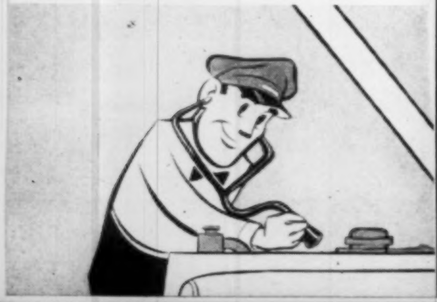
The program is introduced by a one-minute jingle with cartoon picturization utilizing stop motion, animation and other visual effects.

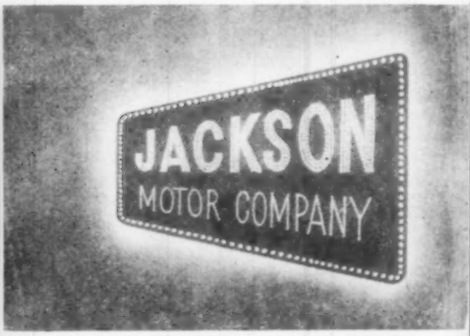
A portion of the jingle goes as follows:

When your car is limping badly
When your motor's on the blink
Call on Jackson Motor Company
Or Nat Paterson Motors Inc.
If it's new with hydra-matic
Or if it's old and has a klaxon
And it needs expert attention
Call on Paterson or on Jackson
Jackson's town is Jackson Heights
He gives you service there
Paterson is in Ozone Park
And he treats you just as square
They're De Soto-Plymouth Dealers
And for service you should think

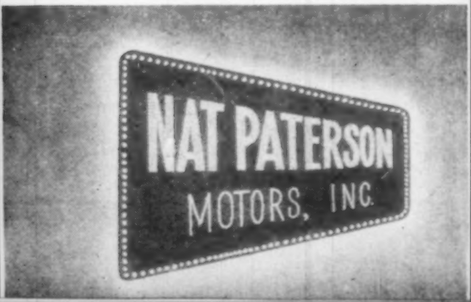


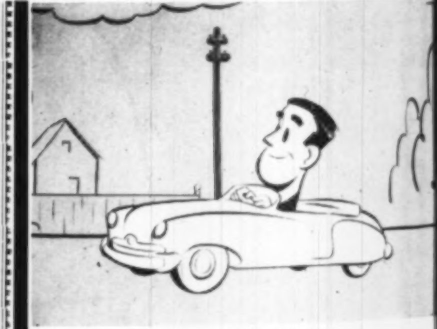
When your car is limping badly
When your motor's on the blink



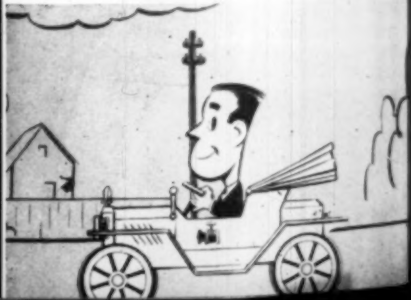


Call on Jackson Motor Company
Or Nat Paterson Motors Inc.





If it's new with fluid drive
Or it's old and has a klaxon, etc.



XUM

Of the Jackson Motor Company And Nat Paterson Motors Inc.

To support the television campaign, Mr. Landau and Moss Assoc., prepared a coordinated program of direct-mail and point-of-sale material tying in with the "Road-erizing" theme of the TV commercials. Bulletins were issued to employes of both dealers defining "Road-erizing" and explaining its significance as a business builder. Large signs identify both dealers as "Headquarters for Road-erizing." Rubber stamps were made of a specially designed seal bearing the words "Have your Car Road-erized" and are used to relay the message on all out-going bills of the two companies.

"No opportunity is overlooked to reinforce the impact of the television program in making the public 'Road-erizing' conscious," Mr. Landau said.

In discussing the agency's approach to automotive advertising generally, Mr. Landau observed, "We here at Moss, as exponents of the theory that low-cost television can and does pay off, feel we can justifiably say that this use of the medium of television by individual automotive dealers has and is proving very conclusively that TV can pay off as handsomely at the local level as it has done for some of the big national advertisers in the automotive field."

'TALENT SHARKS' *Federal Officers Join Hollywood Probe*

WAR against Hollywood "talent sharks" assumed greater proportions last week as Federal authorities joined state, county and city officials in the investigation. The racketeers, posing as legitimate television or movie producers, have been extracting up to $20,000 weekly from ambitious victims by holding out the lure of a television or screen career for them or their children [TELECASTING, Feb. 20].

The Federal Grand Jury opened its investigation last Tuesday, seeking to indict offenders on charges of mail fraud. Called in as a witness by Assistant U. S. Attorney Ray Kinnison was James Cagney, actor and former president of the Screen Actors' Guild, who told jurors of the workings of legitimate talent agencies as opposed to recently formed "phoney" guilds.

Other Witnesses

Other witnesses were Buck Harris, public relations director of SAG, and Ken Thomson, assistant executive secretary of the guild, who turned over hundreds of letters received by SAG from people complaining against unfulfilled promises made by so-called guilds.

Meanwhile, the state was continuing action against the groups on grounds of accused violation of the Corporate Securities Act. To date, seven of the alleged "talent schools" have been ordered closed and officials of another "school" are scheduled for a March 15 hearing by the State Division of Corporations. The charge is that "schools" promised clients a share of the profits in contracts with them, thus placing the contract under the heading of security, permission for which must be obtained from the state. No such permission had been acquired by the groups.

Ordered to suspend operations were Joe Brown Jr. Productions, Rossmore Productions, Ruth Gould Studio of Theatre Arts, Academy of Dramatic Development, Troy Productions and Saga Productions. Officials of Tell-Tale Productions are scheduled for March 15 hearing in Los Angeles.

CBS Signs Lahr

CBS last week signed Bert Lahr, comedian, to an exclusive three-year television contract. A half-hour weekly comedy program built around him is planned but starting date has not been selected. Mr. Lahr has appeared frequently as guest on TV programs. His CBS series will be produced by Irving Mansfield, CBS executive producer. Closed circuit tryout is planned within a month.

EMERSON DENIED

Color Hearing Appearance

EMERSON Radio and Phonograph Corp., New York, was denied permission by FCC last week to intervene in the Commission's color television proceeding. FCC indicated Emerson had conducted no color tests and had no evidence relative to a specific TV system.

Emerson had requested the opportunity to present its executive vice president, Dorman D. Israel, who is in charge of its engineering and manufacturing operations "and who has followed the development of color television in its various aspects." The firm said it has been making and selling TV sets since before the war with some one-quarter million sets now in use.

In denying the Emerson petition, FCC wrote that "unless interested persons are prepared to add substantial scientific data to the record . . . the Commission is not disposed to entertain favorably late requests to participate in the above hearing." The letter stated further:

> **From your petition it appears that the proposed testimony of Mr. Israel will not relate to a specific color television system which the Commission can use as the basis for the promulgation of rules, regulations and standards, nor will any testimony by Mr. Israel covering other systems be based upon any tests conducted by your company. In substance, that testimony will deal with your individual views concerning policy matters to be determined by the Commission, and with a review of your experience in the production and servicing of monochrome television sets. In view of the facts set forth above and the Commission's desire to reach a determination at the earliest possible date with respect to the issues relating to color television, intervention by you at this late date would not be warranted. Accordingly, your petition is denied.**

On the dotted line . . . . .

WJBK-TV Detroit's new quiz, *So You Know Sports*, is set by (l to r): Seated—Louis DeHayes Jr., Sterling Coal; Jack Rose, Louis Rose Co. DeSoto-Plymouth, co-sponsors; standing—Dick Jones, WJBK-TV; Bob Murphy, Detroit *Times*; Van Patrick, moderator; Edgard Hayes, Detroit *Times*; Bob Powell, Powell-Grant Inc.

N. SNELLENBURG & Co. department store's hour-long, daily remote variety show on WCAU-TV Philadelphia is set by (l to r): Seated—Donald W. Thornburgh, pres., WCAU-AM-FM-TV; Arthur Bloch, pres., Snellenburg Co.; standing—Nathan Snellenburg, Snellenberg's; Howard J. Enders, Robert J. Enders Adv.

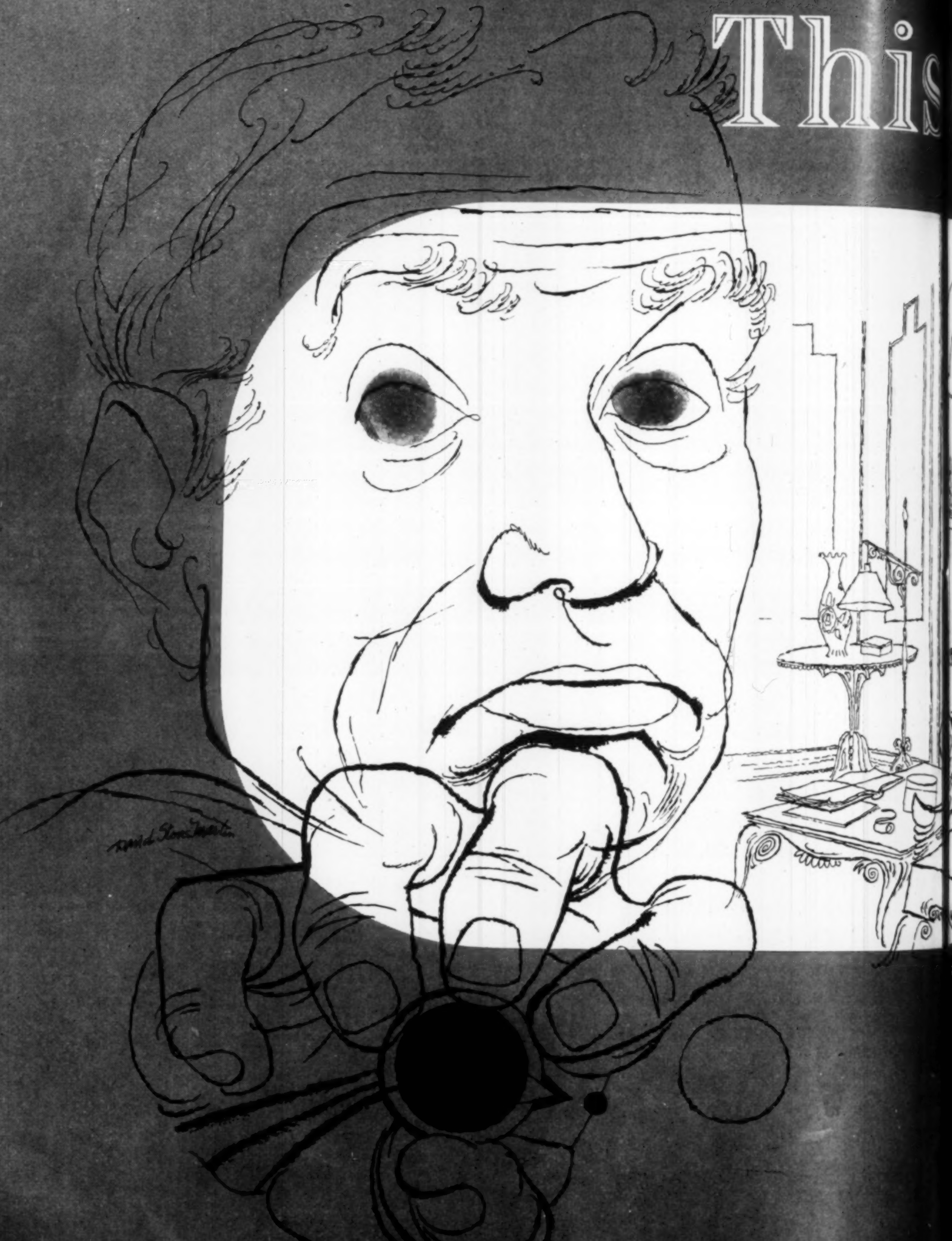
CONTRACT to air 35 Tiger home games on WWJ-TV Detroit is completed by (seated, l to r): Edwin J. Anderson, pres., Goebel Brewing Co., sponsor, and Billy Evans, gen. mgr., Detroit Baseball Club. Looking on are Willard E. Walbridge (l), gen. sales mgr., WWJ; Harry Heilmann, sportscaster.

ARRANGING for the *Blind Date* TV show on ABC, starting March 16, are (l to r) Slocum Chapin, ABC's eastern TV sales mgr.; Charles L. Rothschild, v. p., Emil Mogul Co., agency; Sam and Albert Abrams, pres. and sec.-tres., respectively, Knomark Mfg. Co., sponsor; Arlene Francis, star of show.

SILENT film star Buster Keaton (l) produces "heavy artillery" to make sure Dana Jones (seated), pres., Dana Jones Co., completes contract that will make Los Angeles Studebaker dealers sponsors of Mr. Keaton's show on KTTV (TV) Los Angeles. Watching transaction is Frank King, KTTV sales mgr.

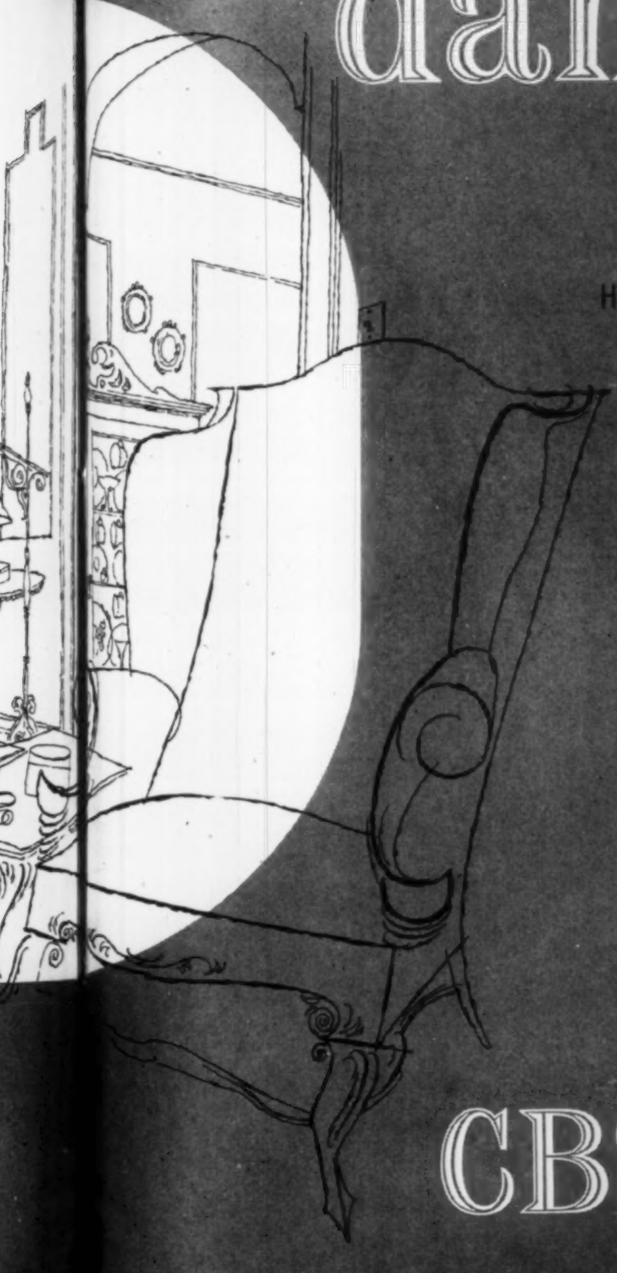
PLANS for the Flagstaff Foods sponsored *John Reed King Show* on WCBS-TV New York, which began Feb 11, are completed by (l to r): George Dunham, CBS Radio Sales-Television; John Reed King, star of show; Isadore Greenspan, treasurer, Flagstaff Foods, and Max Geller, Weiss & Geller Agency.

This



David Stone Martin

is man is dangerous



He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*... with 6 of the 10 most popular shows—all CBS-created—winning for advertisers television's largest average audiences.

Turn first to CBS...
because CBS has most of the programs most of your customers want.

CBS·TV

—first in programs

---

*January 1950, 7-City Pulse Ratings: New York, Philadelphia, Chicago, Boston, Cincinnati, Washington, Los Angeles.

'SAT. REVUE' STARTS

NARSR Hits NBC-TV

NBC-TV LAST WEEK launched its *Saturday Night Revue* after altering the program's original concept to overcome objections of the FCC [TELECASTING, Feb. 20].

The first presentation of the program was scheduled for last Saturday, Feb. 25, and as of the time TELECASTING went to press there seemed little doubt that the schedule would be kept.

Meanwhile, however, the National Assn. of Radio Station Representatives Inc. sent a letter to all television stations not owned by networks, charging that networks were encroaching on spot business and pointedly advising stations that their best revenue could be derived from spots.

The NARSR letter was the first direct action taken by the association with regard to the NBC Saturday night plan, but individual members were known to have urged their stations to shun the program since the plan was first announced.

As modified last week, the NBC plan was believed by network executives to be within FCC regulations.

Originally the network placed an order with stations for the two-and-a-half hour time, with the qualifying suggestion that stations could take only parts of it if they chose. The network did not identify advertisers in its order to the stations, for the good reason that at the time the order was placed, no sponsors had been acquired.

Under the original plan, the program would be sold to 15 different products, whose one-minute commercials would be rotated in the 13-week cycle throughout the full two-and-a-half hour show.

In revising its plan last week, NBC withdrew its order for commercial time from stations and announced it would sell the program in a different way. Although 15 different products will be sought, the program will be sold in half-hour segments, in each of which can be put three one-minute commercials. As soon as a half hour (or three commercials) is sold, the network will then place a commercial order for that with its stations.

Stations were asked to carry unsponsored portions of the program as sustaining network time.

The first presentation last Saturday was entirely sustaining. Three advertisers were reported to have signed for sponsorship of the show, but it could not be learned when their schedules would begin. The advertisers reportedly were United Fruit Co., which had been announced as a sponsor before the FCC threw a monkey wrench into the original plan, Swift & Co. and RCA.

The premiere telecast of the *Saturday Night Revue* last Saturday was to feature Jack Carter as star in a Chicago origination 8-9 p.m. and Sid Caesar as star of a New York origination 9-10:30 p.m. Appearing also in the Chicago portion of the program were to be George Raft and Cass Daley. And in the New York portion, Burgess Meredith, Imogene Coca and Gertrude Lawrence were to perform.

In an official statement, Joseph H. McConnell, NBC president, said:

> While we are making this show available to NBC affiliates on a sustaining basis, it is our plan to make it so good that it will be quickly sold to sponsors. This two-and-one-half-hour show is available for the advertising of 15 different products.
>
> Advertisers will be offered the opportunity to purchase one-minute announcements. A maximum of three announcements will be placed in a half-hour portion of the program. As three announcements are sold, the stations will be informed of the identity of the advertisers and will be offered a half hour of commercial time. The announcements will be rotated within that half-hour period. As additional announcements are sold, offers will be made to the stations for the time required for the additional announcements adjacent to time already sold, and all the announcements will then be rotated within the time sold. Thus, when 15 announcements have been sold, the announcements will be rotated throughout the two-and-one-half-hour period.
>
> NBC is gratified by the considerable interest which advertisers have already shown in this new approach which makes big-time network television available at a price which can be afforded by a greater number of advertisers.

Flanagan's Letter

The letter sent to independently owned television stations by T. F. Flanagan, managing director of NARSR, read in part:

> The DuMont complaint against monopolistic practices by networks in television broadcasting brings to a focus the whole question of national spot advertising in television.
>
> The networks were founded and have remained in business on the basis of their ability to provide programs which would attract audiences and be salable to advertisers.
>
> The FCC has repeatedly stated its determination to see to it that the independently owned station must keep in position to compete with the network for the business of the national advertiser.
>
> The only way in which the independently owned station can compete for national business is through the sale of time on station breaks, on minute announcements, and other short time units, on the sale of time to national advertisers in participation shows, on the sale of local news program time and service, and the sale of station produced programs to national advertisers, and the sales of otherwise produced programs to national advertisers in station time.
>
> The above conditions are part of the history of AM broadcasting. We have in television some conditions that are parallel to AM, and some that intensify the need for direct sale of station time

(Continued on Telecasting 14)

IT brought back memories for Eugene S. Thomas (r), general manager of WOIC (TV) Washington, when he glanced in the window of the Star Radio Co. in downtown Washington and saw on display a 1929 TV set, manufactured by the Jenkins Television Co. Mr. Thomas' thoughts went back to 1926 when, on a similar set, he saw his first TV demonstration at the Jenkins Laboratories in Washington. He points out some of the features of the 21-year-old receiver to Max Montague, owner of Star Radio Co.

COLOR TV -
NOW OR LATER?

Here is your only comprehensive analysis of color television—The first complete comparative study of all the proposed systems and their impact on the industry.

Partial contents:

WHAT IS COLOR TV? • THE SYSTEMS — HOW EACH WORKS — WHAT AILS THE SYSTEMS? • FILMS AND KINE TRANSCRIPTIONS — WHO GETS WHAT? • FOR AND AGAINST • A WORD ABOUT MONEY—THE FEDERAL POSITION

Just send coupon below with $2.00 to get the full background of the current hearings.

Television Research Institute
207 East 43rd Street
New York 17, N. Y.

Please send______copies of "COLOR TV—NOW OR LATER?" at $2.00 each.

Name ______________________________

Company ___________________________

City____________ Zone______ State______

My check or money order for $________ is enclosed.

EXCISE TAX

Industry Delivers Strong Protest

STRONG case for the TV manufacturer, distributor, retailer and the telecaster was presented Tuesday to the House Ways and Means Committee. The Congressional group is considering the administration's proposed 10% excise tax on television receivers at the manufacturing level [TELECASTING, Feb. 20, 13].

At the hearing's close, it was indicated that at least a number of the committee members had been made cognizant of the industry's problems. Some committee members said the protest was effective.

A decision as to the committee's recommendation on the administration's proposal is not expected until, at least, the Congressional group has heard detailed phases on the entire question of tax revision. Hearings may continue into April. [BROADCASTING, Feb. 13]. An executive session then will be held to prepare a committee bill that will embody all excise tax proposals, a committee spokesman said.

Testimony against the proposed tax followed these lines:

- Excise levy on TV sets would hamper seriously the growth of the television industry and expansion of television broadcasting by increasing the price of sets sold to the public.
- Although the administration proposes the repeal or revision of most "luxury taxes," it has discriminated against "an infant industry" by singling it out for taxation.
- This "discriminatory" tax would endanger the industry's high employment record.
- Since the TV manufacturing industry is a potential supplier of electronic equipment for weapons to be used in time of war, it must be kept healthy.

Under coordination of Radio Mfrs. Assn., a file of industry witnesses appeared before Chairman Robert L. Doughton (D-N. C.) and his committee. They included:

David B. Smith, Philco vice president in charge of engineering and research, and Richard A. Graver, vice president in charge of electronics, Admiral Corp., for the large manufacturer; R. W. Durst, Hallicrafters executive vice president, for the small manufacturer; P. T. Hines, general manager, Greensboro News Co., owner and operator of WFMY-FM-TV Greensboro, N. C., for the small broadcaster; Lee B. Wailes, vice president in charge of operations, Fort Industry Co. Stations, representing Fort

(Continued on Telecasting 18)

Telefile

(Continued from Telecasting 5)

competing *Kukla, Fran and Ollie.* High ratings for a TV news show have also been achieved by a news-and-quiz combination devised by Mr. Caddigan for *Headline Clues.*

Meanwhile, in the Wanamaker studios, DuMont production crews were developing techniques which permitted the station to telecast from a single studio a complete evening of programs seven nights a week—a technique that was adapted to meet Commdr. Loewi's call for a full daytime schedule of 18 programs, telecast back-to-back from Studio D at 515 Madison Ave.

* * *

ON the air approximately 76 hours a week, of which about 65 are taken with local originations, including 12 hours of test patterns, WABD airs 20 hours of women's programs, 8 of children's shows, 8 of sports, 7 of variety, 6 of film, 4 of news, 3½ of drama and 3 of discussion in the major programming classifications.

Approximately 41 hours per week of the station's air time are given to network transmission and 6 hours to network receiving (from Chicago). Approximately 16 hours a week are commercial and 48 sustaining.

High on the WABD public service program roster is *Court of Current Issues,* holder of five awards and the oldest program in the number of consecutive telecasts in television. The station's sports coverage again this year will include telecasting all home games of the New York Yankees under the sponsorship of P. Ballantine & Sons (beer and ale). Last fall WABD moved from its coverage of baseball's world champions to their gridiron equivalent by covering (via the DuMont TV Network) the major games of Notre Dame, with Chevrolet dealers as sponsors. Mr. Gallery, former business manager of the Yankees, left that organizatoin to join DuMont in January 1949.

Steady development of WABD's facilities has been under the direction of Scott Helt, Rodney D. Chipp and Julian Armstrong. Mr. Helt supervised the expansion from mid-1946 to September 1948, when Mr. Chipp, now director of network engineering, succeeded him as chief engineer at WABD.

* * *

MR. CHIPP supervised work involved in the re-activation of Studio D to provide daytime programming, as well as a conversion of the Adelphi Theatre into a television studio to accommodate *Cavalcade of Stars, Cavalcade of Bands, The Morey Amsterdam Show* and a number of other productions. He also supervised the complete construction of a new ramp and control booth which have made the Adelphi a thoroughly modern theatre-type studio. At the same time, Mr. Armstrong, director of promotion, planning and development, has supervised development of headquarters offices, notably the research divisions on the 20th floor of 515 Madison Ave.

Currently the organization that started in one $50 a month room, with 200 sq. feet of space, occupies 21,000 sq. feet on nine floors. Concurrently, from its original 50 w experimental days, WABD's equipment has expanded to include three studio locations equipped with 20 DuMont cameras, 14 mounted on pedestal dollies, one on a crane dolly, and five on tripod mountings; 19 microphone channels, 8 turntable channels, 7 microphone booms, 2 Dynabeam spotlights, 5 video circuits, 6 audio circuits, 3 iconoscope film chains, 2 35mm and 1 16mm channels, 2 35mm and 2 16mm film projectors, 3 slide projectors, a Balopticán, a sound truck equipped with dual turntables and 4 microphone channels, a jeep monitor, 2 off-the-air receivers, 2 microwave transmitters and receivers, and one video and one audio channel line out, among its mobile equipment. Of course, facilities of the full DuMont manufacturing organization are at WABD's disposal at all time, enabling the station to add to its equipment whenever that seems desirable. The station now operates on Channel 5 (76-82 mc) with 9.4 kw aural, 14.5 kw visual.

Details of operations at WABD's three studio locations at 515 Madison Ave. the Adelphi Theatre and the Wanamaker studios are supervised by Roy Passman, New York operations manager.

Base rate of WABD for an hour of Class A time (6:30 p.m. to sign-off, Monday through Friday, noon to sign-off Saturday and Sunday) is $1,500. For Class B time (2:00-6:30 p.m. Monday through Friday) the base rate is $750 per hour, dropping to $500 per hour for all other time. A one-minute or less announcement is $200 in Class A time, $100 in Class B time, and $75 in Class C time. Frequency discounts run from 2½% for 13 times a year to 25% for 260 or more times a year.

Studio facilities for camera rehearsals of live programs are available at $200 per hour. Charges for film studio usage are $125 per hour, with a $75 minimum, and charges for film, when combined with live studio or mobile unit, are $75 per hour or any portion thereof.

CANADIAN TV

CBC Building First Unit

CONSTRUCTION of the first Canadian television studios and transmitter has started at the Canadian Broadcasting Corp.'s national program and commercial center in Toronto, according to Donald Manson, acting general manager of CBC.

It was also announced that S. W. Griffiths, from CBC international service, Montreal, will be program director at Toronto; Reg Horton, technical director, and Charles Harris, assistant supervisor.

FOR SALE
Four of Chicago's Most Popular Television Originations

● In the recent **TV Forecast** survey on the most popular shows from Chicago, WGN-TV ran off with 31% of 49 possible winners. The remaining places were divided between the other three stations.

Amazingly enough, four of WGN-TV's winning Chicago originations are available to sponsors.

They are:

They Stand Accused . . . . Best Chicago Drama
Spell with Isbell . . . . . . Best Chicago Quiz
2nd Best Education Show
Barbara Barkley . . . . Best Chicago Woman's Show
(Tied with WGN-TV's "Woman's Magazine of the Air")
Chicagoland Newsreel . . . 3rd Best News Show

Why speculate? Here's an opportunity to sponsor programs of proven popularity—thousands of viewers' votes are evidence. Contact your WGN-TV representative for facts and figures on any or all of these Chicago favorites.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

Free

to new subscribers

The 1950 BROADCASTING YEARBOOK

For a limited time, this 550-page, $5-volume comes FREE with a subscription to BROADCASTING • TELECASTING

- **Analysis 1949 radio-tv adv.**
- **Media costs**
- **Radio-tv billings**
- **Program Trends**
- **Audience Analysis**
- **AM FM TV stations, executive personnel**
- **55 directories—550 p. complete radio-tv index**

MAIL COUPON TODAY!

950

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

YEARBOOK Special

'Howdy Doody' Does It

NEARLY a quarter million responses have been received from two premium offers on the *Howdy Doody* show on NBC-TV, the network has announced. Youthful viewers were asked in announcements telecast on Jan. 23 and 30, to send 10c and a wrapper from a bar of Three Musketeers candy to receive a cardboard model of Howdy Doody. As of Feb. 6, Grant Advertising, which has the account of Mars Inc., maker of the candy bar, reported it had received 240,000 requests.

Sat. Revue

(Continued from Telecasting 12)

to advertisers through the station representatives.

In the first place, no television station can live on the few pennies out of the advertisers' dollar that it nets from a network sale of time. It must have station time for local advertisers and national spot advertisers. It must have the station break time for its own sale. It must, to exist, get a considerable revenue after all expenses on local business, and it will depend in great measure upon national spot business with its high net return.

When the networks begin to encroach on spot business through any of the many current devices that they are trying, they are starting a practice which knows no end. It is a short step from sales of national spot advertising, through network origination, with low income to the station, to the time when the networks will begin to solicit and offer all spot advertising. It is not a long step from national advertising in network participation shows to network chain breaks instead of the logical and proper station break.

The network can claim a much larger proportion of your broadcasting time for television than it could for AM. Yet it is well recognized by the leading authorities in the advertising business that for many reasons national spot advertising is likely to be a much larger proportion of television time sales than it is in AM. This is fortunate for the station because the larger its proportion of national spot income, the better its financial health.

NARSR members represent 63 television stations now operating. Our members are organizing their sales and promotion and service to develop spot television business in the soundest and largest way. Our members have exactly the same financial problem that you have. Currently they are uniformly losing money on their television operations, but they are expanding their efforts just as you are, with the confident knowledge that television is going to be a spectacular new medium, most serviceable to the advertiser in selling his goods in large volume at low cost.

The danger to what is obviously a healthy future for spot television is in these attempts of the network to encroach upon spot business. The services of a network are understood by all and need no defense. It is this moving in on national spot business to which we object.

We are writing to you on behalf of our members to state these facts in the clearest possible way, and to suggest that the economics of this business call for a clear understanding and definition of what is network and what is national spot.

QUIZ SHOW

ABC-TV Takes 20 Questions

ABC-TV and 12 affiliated stations will carry *Twenty Questions*, radio quiz, as a regular TV feature beginning March 31 as the result of a 26-week contract signed last week by the network and Ronson Art Metal Works Inc., through Grey Advertising Agency Inc., New York.

The program, to be telecast from 8 to 8:30 p.m., EST, on behalf of Ronson lighters, will be carried by four of ABC-TV's owned and operated outlets—WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—and eight affiliated stations.

In New York, *Twenty Questions*, which features Bill Slater as m.c. and a regular panel, as well as guest stars, will continue over WOR-TV, but will move to the Friday evening spot. Show currently is heard and seen as a simulcast on WOR, WOR-TV on Saturday.

Coincident with Ronson's sponsorship on ABC-TV next month, the MBS radio version will be aired from the sound track of the ABC-TV network telecast the preceding night, ABC reported.

WOI-TV BEGINS

Is Nation's 100th TV Outlet

THE 100TH television station in the nation, and the first licensed college television station, WOI-TV Iowa State College, Ames, took the air Feb. 21. Stores in cities of central Iowa held open house last week, with line-ups of television sets demonstrating the station's programs to many persons who had never before witnessed the new media.

WOI-TV is the outgrowth of a decision by officials at Iowa State to modernize the equipment of WOI and include provision for both FM and TV while doing so. The transmitter building and antenna, completed last spring, are located three and one-half miles southwest of Ames. The building is of brick and constructed in ranch house style, containing a transmitter room, workshop, power plant, garage and emergency studio.

The FM and TV transmitters are located at the new site, and eventually the AM transmitter also will be moved there.

WOI-TV, on Channel 4, is affiliated with ABC-TV, CBS-TV DuMont and NBC-TV. It has a library of 3,000 films and operates Monday through Friday with effective radiated power of 13,000 w. Transmitter was built by General Electric Co.

ATS Discussions

AMERICAN Television Society will begin a series of luncheon discussion meetings March 3, Robert Montgomery, NBC producer, will be first speaker at the Hotel Roosevelt, New York.

Te-Ve

Drawn for TELECASTING by John Zeigler

TV RENEWALS

Previous Order Set Aside

WTMJ-TV Milwaukee was given a regular license by FCC last week after Walter Damm, vice president and general manager, reported the station did not accept NBC's order, which FCC found objectionable, for the NBC-TV 2½-hour Saturday night series [See TELECASTING 12].

WTMJ-TV and WPTZ Philadelphia had their recently issued regular license renewals set aside and had been given temporary licenses instead, as result of FCC's belief that they accepted the time order.

Rescinding this action with respect to WTMJ-TV and issuing a regular renewal for the period extending to next Feb. 1, FCC said it has received from Mr. Damm an affidavit "which contains a full statement with respect to the order for broadcast time and advises the Commission that the Journal Co. [WTMJ-TV licensee] did not accept the offer made by NBC."

Ernest B. Loveman, vice president and general manager of Philco Corp.'s WPTZ, meanwhile issued a statement saying FCC's action putting WPTZ on temporary license was unrelated to "anything that has happened on WPTZ." His statement:

> This change in our license results solely from a programming policy established by the National Broadcasting Co., with which our station is affiliated and has nothing whatever to do with anything that has happened on WPTZ. So far as we know it will not change or affect in any way the right of the station to broadcast its full schedule as it has been doing since June 28, 1932, when it was one of the first television stations on the air in the U. S.

'Shopper' To Move

DAYTIME FEATURE, *Your Television Shopper With Kathi Norris*, on WABD (TV) New York for more than a year, will move to WNBT (TV) New York in early May, the latter station announced last week. The program will be telecast on WNBT Mon.-Fri., an hour a day, as it has been on WABD. It will be offered to sponsors on a participating basis.

CHICAGO TV

McConnell To Keynote Annual Conference

NBC PRESIDENT Joseph H. McConnell and John McLaughlin, advertising manager of Kraft Foods Corp., will deliver keynote addresses at the opening luncheon of the Chicago Television Council's second annual National Television Conference, Monday, March 6.

The three-day conclave, March 6-8, at Chicago's Palmer House, is expected to attract 500 TV leaders from all parts of the country to hear speeches and panels on all phases of the industry. George Harvey, council president and sales manager of WGN-TV Chicago, will introduce the speakers.

The one session Monday afternoon will concern three TV viewpoints—those of the seller, agency and client. Robert D. Swezey, general manager of WDSU-TV New Orleans; Harry Bannister, general manager, WWJ-TV Detroit, and Alexander Stronach, eastern TV program manager of ABC, will represent the seller. Seymour Mintz, advertising manager, Admiral Corp., will speak from the client angle.

Meetings on creating, writing and directing and the "1950 Approach in Station Sales and Management" will be conducted concurrently Tuesday morning. The first panel will be headed by Fred Killian, director of TV programming at ABC's Central Division. John Mitchell, manager of WBKB (TV) Chicago, will direct a management discussion of E. Y. Flanigan, general manager, WSPD-TV Toledo; Eugene S. Thomas, general manager, WOIC (TV) Washington; P. A. Sugg, manager, WKY-TV Oklahoma City, and F. Van Konynenburg, general manager, WTCN-TV Minneapolis.

Color Discussion Set

Color will headline discussion at the Tuesday luncheon when Clifton Utley, NBC AM and TV commentator, will conduct a panel.

The single Tuesday afternoon panel on sponsors will find Holman Faust, account executive, Schwimmer & Scott Agency, Chicago, directing comments of Bud Gore, advertising manager, Marshall Field & Co., and Phil Creedon, advertising manager, Edward Hines Lumber Co., both Chicago; Read H. Wight, radio-television director of J. M. Mathes, New York, representing Canada Dry ginger ale, and William Fisher, Young & Rubicam, Chicago, for O'Cedar mops. International Shoe Co. and Kelvinator will send speakers also.

A research report will be submitted at an early Wednesday panel, with Robert Salk of the Katz representative firm, Council A. research director, presenting preliminary findings of a special council survey.

Hugh M. Beville Jr., director of research for NBC, will keynote answers from a panel to the question "What Can Research Contribute to Television in 1950?"

Ralph Liddle, assistant advertising manager, Commonwealth Edison Co., Chicago, will introduce H. C. Bonfig, advertising manager, Zenith Radio Corp., and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, New York. Future trends of films in video will be described by a representative from Jerry Fairbanks studio.

Comdr. Mortimer Loewi, director of the DuMont TV Network, will be featured speaker at the Wednesday luncheon.

Wednesday afternoon, Arthur Holland, owner of Malcolm-Howard Agency, Chicago, will moderate a panel on "Stations, Agencies and Production Companies Solve Programming Problems."

Among the 10 persons appearing on the panel will be Monte Fassnacht, production supervisor at WENR-TV Chicago; Norman Heyne, Ruthrauff & Ryan; Joseph Betzer, director of film planning, Sarra Inc.; Norman Lindquist, TV director, Atlas Film Corp.; Jerry Campbell, president, Campbell-Cahill Studio; Robert Knapp, Schwimmer & Scott; Don Cook, remote director, WGN-TV, all Chicago, and an executive from Campbell-Ewald Agency, Detroit. Others will be Carl Haverlin of Broadcast Music Inc. and Wesley I. Nunn, advertising manager, Standard Oil of Indiana.

Telestatus

(Continued from Telecasting 6)

Fran & Ollie, was included in the 10 least popular shows.

Table of the top 10 WTVJ programs follows:

Program	Total Resp.	Index
1. Toast of Town	395	94.11
2. Arthur Godfrey	403	88.58
3. Big Story	380	86.57
4. Lone Ranger	397	86.02
5. Philco Playhouse	390	83.52
6. This is Show Business	393	81.48
7. UM Basketball *	363	81.26
8. Telenews	385	80.45
9. Hopalong Cassidy	382	80.36
10. Fred Waring	401	79.55

* Indicates local live program.

KRAFT NAMED

Heads Raymer Co. TV

REYNOLD R. KRAFT, former sales manager of the NBC-TV network for the past five years and pioneer in formulating NBC-TV engineering production and sales techniques, has been appointed vice president of Paul H. Raymer Co., station representative. He will be in charge of the firm's TV department.

Mr. Kraft

Mr. Kraft, who started with NBC in 1937, is credited with selling the first commercial TV show in 1941 and the first network video program in 1946.

Mr. Kraft also has conducted surveys at various television stations for development, modernization and efficiency of operations.

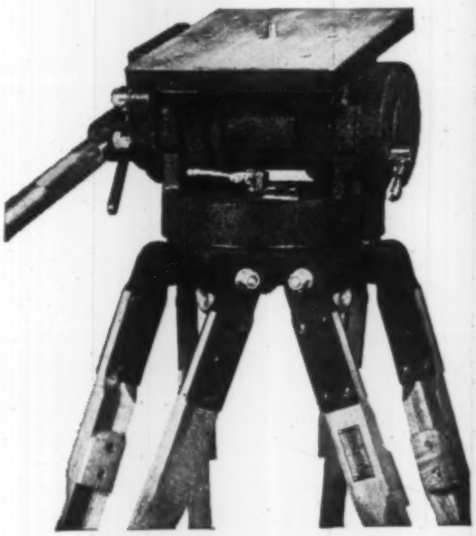
Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

CML COLOR SYSTEM

Multiple Services Seen

COMMUNICATION MEASUREMENT Lab., New York engineering and development firm, informed FCC last week it has pending patent applications relating to a high-quality color television system which it proposes for operation in the ultra-high frequency band on 8-mc channels.

Although admitting the system has not yet been produced, CML indicated its proposal is technically practical and would:

- **Operate on continuous dot sequential basis, incorporating certain features of existing standards, but with aural portion included with picture portion of signal by use of time multiplex transmission for the sound—eliminating need for separate aural transmitter.**
- **Permit simultaneous broadcasting with TV program on single channel, and reception on single receiver, of literally hundreds of auxiliary aural signals—such as multiple AM, FM, facsimile, news printer, police, taxi, fire, point-to-point services etc.—because of high sampling rate permitted by 8 mc.**
- **Provide fully competitive national color TV system in UHF.**
- **Drastically cut inter-city TV facility costs and problems.**

CML revealed its proposal in a petition for consent to participate in FCC's color TV hearing. Through D. A. Griffin, its president, CML rceommended RCA's compatible dot-sequential color system for use on VHF channels "in order to provide an un-interrupted service to the millions of VHF set owners." CML specifically asked FCC to:

- **Select the best compatible system for use on VHF channels.**
- **Abandon the compatibility requirement for color TV on UHF.**
- **Withdraw the proposed FCC allocation plan released July 11, 1949.**
- **Proceed at once with examination of basic UHF allocation questions to determine maximum channel width that can be provided in UHF band, which depends on total width of band and number of channels needed to establish national system.**
- **Request all interested parties in color hearing to build equipment for test UHF operation in that maximum bandwidth to show best possible performance of various systems practical in lieu of "artificial limits of monochrome standard."**

CML told the Commission that about March 1 it would file an abstract of pertinent information on its patent applications together with an authorization to inspect its patent bids on a confidential basis. The firm said the number and involved nature of its patent claims kept it from filing the patent applications as soon as expected.

"The public disclosure of the several color television systems now being examined by the Commission has provided CML and other persons and organizations with the opportunity to investigate these systems," the firm said, "making it possible to create further improvements in these systems and to develop new systems that will correct many of the faults which have been brought to light during the hearing.

"Our proposal," CML said, "envisions a new approach to the problem of compatibility. We believe this approach is in the public interest in that it will require a smaller investment by the public for color or black and white television service. It will provide a nationwide television service with better picture quality and greater freedom from interference than it is possible to obtain within the limitations of the present monochrome standards using a hybrid VHF-UHF nationwide allocation plan."

High Quality Necessary

CML emphasized that FCC and industry must insist on a high quality color system that will last for years and pointed out that none of the three principally proposed color systems can now produce a large, direct view picture from a single-gun kinescope by electronic means. CML advised delaying color until such receivers can be produced commercially.

Outlining the major defects of the three systems and pointing out RCA's difficulty in obtaining perfect registration in its dot-sequential system, CML told FCC it "wished to announce at this time that we have discovered means whereby the position of the moving dot can be accurately maintained in the millions of discrete positions per second necessary to achieve accurate color registry."

CML further explained this achievement "will lead to greater simplifications in the design of cameras and receivers using dot sequential techniques. Single gun camera tubes and single gun direct view picture tubes in conjunction with striped color filters or striped phosphors in the case of the kinescope become entirely practical with precise registry control." Overall costs of such a system would be greatly reduced, it was said.

The CML brief criticized the RCA system's use of four fields with two of them dot interlaced, a situation forced by the bandwidth limitations of the monochrome standard. This use of four fields requires reduction of the picture rate to 15 from the present standard of 30 pictures per second and causes jumpy action to result in action scenes, it was explained. This also limits the amount of intelligence that is transmitted within a given time interval which degrades the definition of the picture, CML claimed.

"By the simple process of doubling the video bandwidth and sampling rate and transmitting the picture on a continuous dot sequential basis, these faults are eliminated at one stroke," CML asserted. Claiming this to be the basis of its proposed system CML explained the present 525 line, two field line-interlaced standard is retained, producing 30 pictures per second. CML said twice as much intelligence results in this transmission and improves picture quality.

CML stressed savings in transmitter and receiver costs that would result with its system and explained that both RCA color (for VHF) and CML color (for UHF) could originate in the same studio camera.

In the CML use of the time multiplex system to transmit the sound portion of the TV program, it was explained that the sound would be transmitted during the "blacker than black intervals between the color elements" of the dot sequential visual transmission. Major advantage of this was said to be the elimination of costly sound transmitter and antenna diplexing unit at the transmitter. In addition, receiver tuning would be made easier and costs reduced as the requirement for frequency stability of the high frequency oscillator is greatly relaxed.

"Here at last is the opportunity of providing a single radio frequency receiver that will deliver an enormous program selection via a single radio frequency channel," the brief said. Only additional cost would be that for gating equipment and additional terminal equipment.

PRECISION "T" STOP LENS CALIBRATION

Lenses Coated. Special "TV" Lens Coating. Prompt Service

Transmission calibration of all types of lenses, any focal length, latest method accepted by Motion Picture Industry and Standards Committee of SMPE.

Equalize your lens stops on all focal lengths for proper exposure density by having them "T" Stop calibrated now.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Peter Hand Signs

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has bought one-third of the Chicago White Sox baseball games on WGN-TV Chicago for the 1950 season for $118,500 through BBDO, also Chicago. Package includes precede and follow spots to games, so that each of the three sponsors will have some portion of a daily telecast and a full game every third day.

CELEBRATING its second anniversary, WLWT (TV) Cincinnati had as guest stars Puppeteer Burr Tillstrom (wearing cap) and his famed troupe of Kukla, Fran and Ollie, who starred on the station's special hour and 15-minute anniversary show early this month. Greeting them at the train are Robert Dunville (l), president of the Crosley Broadcasting Corp., and John Murphy, Crosley director of TV operations.

Color Triangle

(Continued from Telecasting 3)

own antennas with live programs.

The problems used in the comparative tests, and the programming material, had been selected at meetings of industry and FCC representatives.

Chairman Wayne Coy and Comrs. Hennock, Webster, Sterling and Jones took an active part in the tests, along with members of the FCC staff. E. W. Chapin, chief of the FCC Laboratories Division, directed the technical aspects of the tests though he was unable to be present. W. K. Roberts, assistant chief, took charge of the program, aided by F. D. Craig, engineer.

Difficulties Cited

Arthur S. Matthews, president of CTI, said his company had no apologies but explained his engineers had assumed line voltages would be constant and did not have voltage regulators. He requested another demonstration and pointed to the difficulty of "working out of a suitcase" with basic laboratory equipment in San Francisco.

The Washington showings of CTI color did not compare with West Coast showings, he said. The best CTI set at Laurel blew a transformer and went out of action. "Predictions that we have flicker and crawl were completely disproved," Mr. Matthews said, adding that CTI had no chance to rehearse prior to the demonstration.

Frank Stanton, CBS president, said the tests "clearly establish superiority of the CBS system in color fidelity, definition, as well as in black-and-white." He claimed superiority, also, in resistance to interference effects.

Mr. Stanton agreed CTI should have another chance if it doesn't unduly delay arrival of color as a public service. "Our system can accommodate any improvement in apparatus," he said. "It will work better with a single tube than the

XUM

others." If the FCC approves multiple systems, he added, it will be rough on broadcasters and the public but CBS is confident it will come out on top. "On every index CBS is superior," he concluded.

CBS had sets ranging from 10 to 16 inches in picture size, including manual and automatic color phasing. One set had no magnifying lens.

Adrian Murphy, CBS vice president and general executive, said he will point out to the FCC at next week's hearing that RCA kept two engineers working on its sets and was unable to get them to phase properly or to bring up the colors correctly. He claimed RCA sets lost all color at times.

RCA Labs System

Speaking for RCA, Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division, said the company's color "stood up well throughout the tests. There was no change in color, definition was good, and the test patterns were uniform whether in color or black-and-white.

"RCA's color was shown today to be completely compatible. Under interference, the color held up until the noise was so bad it produced unusable pictures. There was no breakup, no crawl, no flicker. Our claims for the system have been borne out."

RCA showed several sets in smaller cabinets, with 30-odd fewer tubes. One 16-inch direct-view set was used, along with 10-inch direct-view screens and a 15x20-inch projection screen.

Dr. E. W. Engstrom, RCA Labs research vice president, said RCA will demonstrate single tri-color direct-view tubes in a few weeks. These tubes will provide "the ultimate in color TV reception for the home" when fully developed, he promised. Dr. Jolliffe claimed that only the RCA system "offers high-definition pictures, unlimited picture size and brightness, and flickerless pictures with no color break-up or fringing."

CTI's initial official showing to the Commission, held Monday morning at the Statler Hotel, Washington, was hampered by sync generator troubles which had developed about 12:30 a.m. As a result it had been necessary to reinstall a "vertical shift" system in lieu of the horizontal shift method which CTI officials had planned to employ.

Four banks of 11x14-inch projection receivers were used, each consisting of one color and one monochrome set. The program featured Singer Lanny Ross and guests in a variety program plus films.

Observers felt the color pictures showed inadequate brightness almost throughout the demonstration, and for much of the time one of the receivers showed a greenish cast while another had a purple hue. Color fringing was particulary noticeable on a third set, which later ceased operation altogether. The pictures were sent to New York and return via coaxial cable and to Baltimore and back by radio relay with no substantial difference in quality.

Sen. Johnson said the show was "good for a first demonstration."

The CTI system was demonstrated again Monday afternoon, with improved results though it was explained on behalf of the company that the temporarily revised setup was operating well below previous standards. Detail was improved over the morning showing.

The projection screens emphasized yellow on the right much of the time, with a tendency toward blue emphasis on the left. A bright red backdrop veered into a magenta tone on the left half of the screen. Some registration difficulty was noted. Scanning lines were invisible at a distance of five or six feet. A rippling effect was observed in the horizontal wedges of the test pattern.

Among those taking part in the Laurel demonstrations, besides FCC, were the following delegations:

RCA—Brig. Gen. David Sarnoff, chairman of the board; Elmer W. Engstrom, vice president in charge of research; C. B. Jolliffe, executive vice president in charge of RCA Labs Division; John Cahill, counsel; Glen McDaniel, vice president; George Brown, RCA Labs Divisions; J. V. Heffernan, vice president; Orrin E. Dunlap, vice president in charge of advertising and publicity; D. F. Schmit, vice president and director, Engineering Dept., RCA-Victor Division.

CBS—Frank Stanton, president; Adrian Murphy, vice president and general executive; Samuel Rosenman, counsel; William B. Lodge, vice president in charge of general engineering; Dr. Peter C. Goldmark, director of engineering research and developments; John W. Christensen, chief engineer, research and development; J. W. Wright, chief radio engineer.

CTI—Arthur S. Matthews, president; George E. Sleeper Jr., vice president; Carl Wheat, general counsel; Frank McIntosh, consultant; Charles W. Parker, Ben K. O'Lerer, board members.

Canada—C. W. Browne, controller of radio, Dept. of Transport; W. A. Caton, chief inspector of radio, Dept. of Transport; W. B. Smith, engineer in charge of Broadcast Division, Dept. of Transport; Donald Manson, assistant general manager of CBC; E. Hayes, CBC engineer.

DuMont—Allen B. DuMont, president; William A. Roberts, counsel; Thomas T. Goldsmith Jr., director of research; Richard Tingley, chief of color TV research; Robert Cavanagh, assistant; S. J. Koch, chief of tube research.

Condon Committee—Donald Fink, Electronics; Kenneth Norton, Bureau of Standards.

Radio Mfrs. Assn.—Raymond C. Cosgrove, president; Edward W. Wheeler, special counsel.

Television Bcstrs. Assn.—Jack R. Poppele, WOR New York, president; Will Baltin, secretary-treasurer.

Controversy Study

A SPECIAL committee to make a factual study of the controversy between the U. of Washington athletic division and Seattle's television industry has been appointed by the Seattle Chamber of Commerce publicity division. Empowered to recommend action to the chamber's executive committee, the committee comprises Seattle agency men Harry S. Pearson, Pearson & Morgan; Bob Keene, Keene & Keene, and Gene Holce, Holce Co. Naming of the committee is the latest step in the controversy touched off when U. of Washington authorities banned telecasting of the school's basketball games [TELECASTING, Feb. 20].

PUBLIC LIKES COLOR

CBS Survey Shows 97% Favor It Over B&W

ALMOST unreserved public preference for color television over black-and-white transmission highlighted findings in CBS' survey of reactions to its Washington color TV demonstrations, which ended last Tuesday. Public reactions and other information will be submitted to FCC.

According to first overall tabulations released by CBS last Tuesday, 97% of the people who saw CBS color TV thought it "much more enjoyable" or "somewhat more enjoyable" than black-and-white; described the overall quality of pictures as "excellent," "very good," or "good," and rated clearness of detail in similar terms.

Percentages were based on 9,423 completed questionnaires turned in after the observers last month caught their first glimpse of color TV during public showings which began in Washington Jan. 12. Demonstrations were part of extensive color television operations which CBS began last Jan. 1. Test telecasts also were aired in New York and Philadelphia.

Breakdown of CBS survey tabulations: 84% thought color "much more enjoyable" and 13% "somewhat more enjoyable" than monochrome pictures. About 1% thought it "about the same." Nobody preferred black-and-white as more enjoyable, CBS said. On quality of picture, 42% thought it "very good;" 41% "excellent," and 14% "good."

On clearness of detail, 44% marked "excellent" and 40% "very good," while 2% thought it "only fair." Ninety-four percent found the picture "just about right" or a "little too bright"—accounting for 54 and 41% respectively. Only 4% considered the pictures "much too bright."

Additionally, 62% reported no "defects" to mar their enjoyment of the color pictures, while 34% answered "yes." With the latter, the interference was adjudged to be minor.

Tabulations did not go into details on defects, or age, sex or education of viewers as well as other questions. This information is now being processed, and will be included in complete data to be turned over to FCC.

EDUCATIONAL TV

Illinois U. Okays Funds

ACTION by the U. of Illinois' board of trustees has been taken to include television in its future plans. The board has approved appropriation of funds for a new 400-ft. steel tower to replace one of two towers now used by its AM facility, WILL Urbana-Champaign, Ill. It will be of sufficient strength to support a TV antenna, according to the university.

As an arm of the broadcasting field, Prof. Wilbur Schramm, director, Institute of Communications Research, said television will be a leader in extending teaching and demonstration in educational programming. Prof. Schramm added that audio-broadcasting is not to be discounted as "sound transmissions will continue to provide general program service." Toward that end, the university also authorized funds for a new 10 kw FM transmitter for its WIUC (FM) (now 100 w) in view of increasing that service from local sundown to nighttime broadcasting. The university said WIUC is to be a key for state-wide network of commercial FM stations and also link programs on the campus in Chicago with Urbana broadcasting.

P&G TV Tests

PROCTER & GAMBLE Productions has retained Television Film Research Institute to run a series of consumer jury tests on films being produced for its *Fireside Theatre* television series by Bing Crosby Enterprises, Hollywood. Purpose of the research is to study techniques currently being used in producing motion pictures for television. Consumer jury audiences will be selected from various radio shows.

...where

462,700 people

spend

5,091,000

hours

weekly

WLW-TELEVISION

WLW-T
CHANNEL 4
CINCINNATI

WLW-D
CHANNEL 5
DAYTON

WLW-C
CHANNEL 3
COLUMBUS

Crosley Broadcasting Corporation

Excise Tax

(Continued from Telecasting 12)

Industry and Television Broadcasters Assn.

Mort Farr, of Mort Farr Inc., Philadelphia, for the TV dealer; Elmer R. Crane, of Mort Farr Inc., for the TV distributor, and David E. Kahn, chairman of the board, Thomasville Furniture Corp., Thomasville, N. C., for the TV cabinet maker. The industry's employes were represented by James B. Carey, secretary treasurer, CIO, (CWA), and Lawson Wimberly, assistant to the international president, IBEW-AFL.

The NAB was represented by G. Emerson Markham, television director. RMA's legislative coordinator was Joseph E. Casey, an attorney and former Massachusetts Congressman.

Viewing the proposed tax as an "added burden on an infant industry," Mr. Markham pointed to a loss of $14,900,000 in 1948 to television broadcasters. He told the Congressmen:

"When the first excise tax was levied on radio receivers . . . there were over 700 stations then on the air . . . 17 million sets then in use. Radio was at that time (1932)—10 years after its introduction—a going business. . . . However much it may have retarded the speedy development of the radio broadcasting of that day, at least it was not imposed at so crucial a moment in the development of this older form of air-borne communication."

As did other witnesses, Mr. Markham emphasized the war and the FCC "freeze," as well as the immense cost of broadcasting equipment to operators and TV receivers to consumers, as factors retarding "rapid development of the video art in this country." He also noted that advertising revenue for improvement and expansion of TV would be forthcoming only in proportion to the size of a potential audience. Any tax imposed, he added, would serve to slow up the sale of receivers and consequently put brakes on the industry's development.

Against Tax

Six major arguments against imposition of the tax were advanced by Mr. Smith of Philco:

(1) It is inequitable and would place a regressive burden on the industry; (2) television, a new industry, would be jeopardized; (3) it would retard TV's public service; (4) it would place serious economic effect on manufacturers, the public, the broadcasters, studio workers, suppliers, distributors and dealers, and (6) its application to radio and TV is not comparable.

Including a map with his testimony showing areas which currently are served by television and those areas "frozen out" by the FCC, Mr. Smith outlined growth of the industry in the post-war period. The industry, he said, despite increasing labor costs, has made rapid strides toward lower prices on receivers with the result that "today's prices are little less than one-half" what they were in 1947.

Mr. Carey told the committee that the CIO workers employed in the industry have considerable "stake" in the situation. The union's position has been general opposition to all wartime excess taxes and it feels a proposed tax on TV sets "would be objectionable from the point of view of sound economics." In fact, he said, "the excise tax should be removed from radio and not placed on TV."

Mr. Carey said a 4 million set production mark this year means the employment of many workers —an excise levy would lift prices and thus slow mass production hopes for the industry. He said he was surprised the administration could not find a better basis to raise revenues than to impose a tax on consumers.

Expansion Handicap

The IBEW's Wimberly also pointed out production hopes of the industry. He said an excise tax would handicap such expansion, adding to that already imposed by the "freeze" and by equipment costs. Still lower prices to the consumer were forecast by Mr. Wimberly provided "the demand for sets can continue and production is planned in mass quantities."

Any tax would fall hardest on the middle and low income groups which purchase the majority of sets, Mr. Durst declared. He said the loss of revenue to the government, "because of reduced personal and corporate income taxes and reduced payroll taxes," would be greater than the estimate of additional revenue to be derived from a levy. The small manufacturers' spokesman saw higher prices for sets and fewer sales should the tax be imposed.

Mr. Wailes, speaking for TBA, pleaded that "artificial restrictions not be placed . . . upon the growth of the American television audience" as the very life of television is dependent upon the number of receivers in the homes of American families. He pointed out that "circulation" of television (number of sets in a given coverage area) "is not large enough to justify rates at which the station can realize sufficient revenues to defray its costs of operation." The tax, he said, "as far as the television broadcaster is concerned," means "less 'circulation', fewer advertisers using TV as a sales medium and less turnover of goods and less employment in production."

Mr. Hines added to the telecasters' case by showing the small station owner's cost problems. He urged the committee not to handicap the infant's growth by wielding the 10% tax on receiver sales. ". . . (The tax) would be in the nature of a serious illness that would leave this child stunted and perhaps crippled for life," he said.

Another North Carolinian, David E. Kahn, cabinet maker, estimated the proposed tax would curtail his industry's market from 20 to 30%. TV, he said, has meant a stimulant to the carpeting, upholstering and furniture business.

Admiral Corp.'s spokesman Mr. Graver, said "the nature of this manufacturers' excise tax is such that it is pyramided through repeated markups with the result that the increase in cost to the consumer is much greater than the 10% tax. . . ."

National defense application by the industry was shown by Elmer R. Crane, wartime chief of the components and facilities branch of the War Production Board's radio and radar division. He said "we will not have the two or more years we had prior to 1941 to get into (war) production this time. Maintenance of present research and engineering laboratories, supported by TV set sales, is important to national defense."

Dealer's Problems

Mr. Farr told the committee of the TV dealer's problems. Rapid turnover is necessary, he said, for the dealer to maintain his business under current discount arrangements. "Any tax," he declared, "that would slow up mass buying would slow down my turnover, and could conceivably make it impossible for me and many others like me to stay in the television business. . . . Television is not just for the rich. Today the real volume in TV sales comes from the mass markets of workers earning under $4,000 a year . . ." He urged the committee: . . . "Just look over the rooftops along the railroads or in the row houses . . ."

Before the hearing got underway, widespread publicity to the industry's protest was given by Greater Washington TV distributors and dealers. They purchased ads in local papers appealing to "the members of Congress and the public" to give heed to the proposed "extra tax burden" on the industry. The advertisement pointed out: "This proposed new excise tax on television might well mean less revenue than the government now is getting from the TV industry."

The entire presentation to the House committee was delivered in about an hour and a half with introductions of the witnesses and the industry's reasons for appearance given by Mr. Casey. In clockwork precision, witnesses took the stand and presented their arguments.

Questioning by committee members was brief. Reference was made by one Congressman to TV's effect on sports events' gate receipts and upon movie attendance. These were answered fully by Mr. Smith who pointed out these effects were felt "only in certain isolated cases." Other witnesses showed the amusement excise tax differences to the proposed TV tax as twofold: The movie tax makes "the markup" negligible in dollars and cents as compared to TV receiver prices; the theatre industry grew up many years ago.

Film Report

DUDLEY PICTURES CORP., Los Angeles, has completed first two of series of 13 quarter-hour *Classroom Quiz* television films to be released by **NBC-TV**. **Carl Dudley**, head of firm, will go to Hawaii in April and following that to several countries around the world to shoot additional footage for *This Land of Ours* TV series. Countries scheduled for film shooting include Greece, Italy, Switzerland, Israel, Egypt and Iran.

Film Graphics Inc., New York, has contracted with **Ruthrauff & Ryan**, Chicago, to produce six one-minute animated cartoons for **Ken-L-Ration** (dog food), division of Quaker Oats Co. Series is being done in color for use on color TV as well as on black-and-white. Spots, to be released in about two months, are being keyed by **Sam Cobean**, *New Yorker* cartoonist. . . . **Telefilm Inc.**, Hollywood, doing quarter-hour film for **Pontiac** advertising Catalina model. Agency: **Taggart & Young**, Beverly Hills, Calif.

* * *

Kling Studios, Chicago, producing five one-minute TV spots for **Reddi-Wip**, St. Louis. Live-action series, featuring singing and jingles, expected to be released to national distributors in March. . . . **Theodore Chargel**, former artist with Walt Disney Studios, Hollywood, has joined animation department of **Pictosound Productions**, St. Louis. . . . Over 20,000 feet of film have been shot during last four months by **Erskine Johnson** and **Coy Watson** for their *Hollywood Reel* on KECA-TV Hollywood.

CBS has purchased TV rights to **IMPPRO Inc.'s** (Hollywood) "Cases of Eddie Drake," half-hour film series. Network said to have originally paid firm $97,000 to produce series of 13 films, with arrangement to share TV rights with film company. Present package includes nine films as firm unable to complete remaining four because of commitments of **Pat Morrision**, feminine lead, with New York show "Kiss Me Kate." CBS will pay **IMPPRO** $4,000 additional for all TV rights with latter retaining original $97,000 outlay and relieved of responsibility of completing last four films. Film firm retains theatre and foreign distribution rights.

Alexander Film Co., Colorado Springs, has completed series of TV films for **Gruen Watch Co.**, Cincinnati, Ohio. Series consists of 32 films, and will be made available to 9,000 dealers throughout country. Firm has just completed year of full scale television film production and has made films for such national manufacturers as **Frigidaire Division** of General Motors, **Hudson Motor Car Co., Mullins Manufacturing Corp., Hotpoint Inc.** and others.

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PLAZA 9-3600

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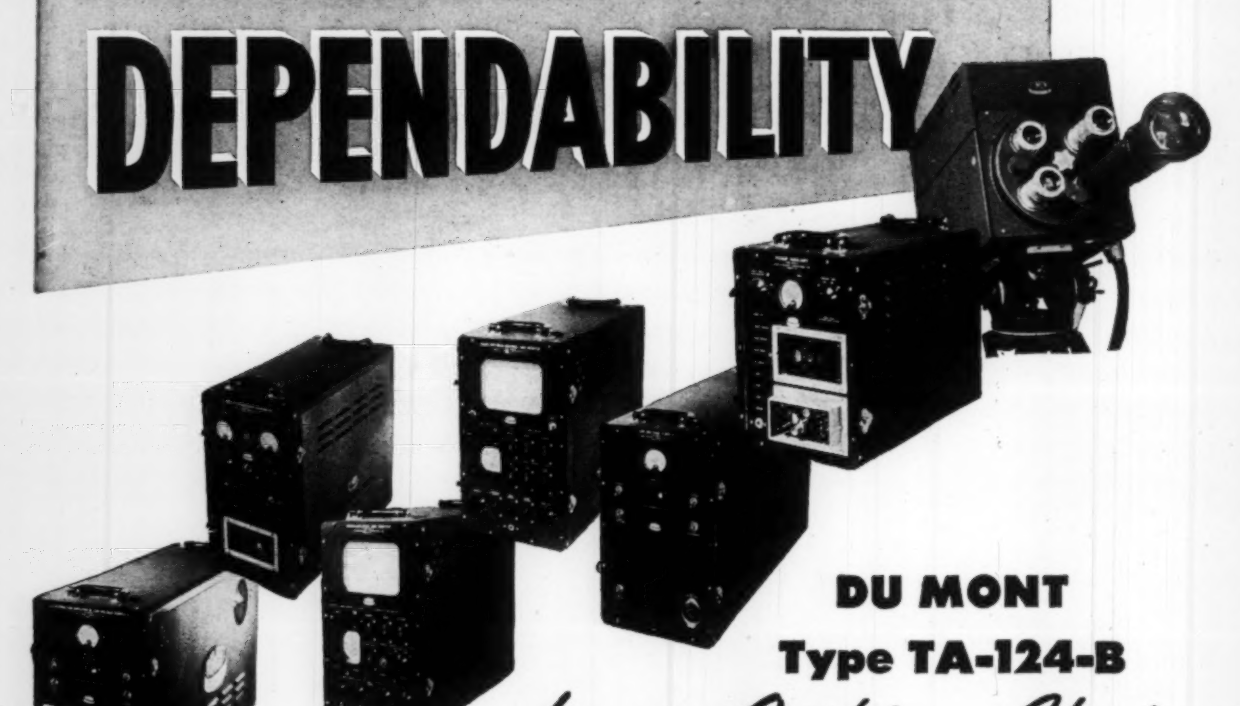

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Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

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(Simple Translation)

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Consult us on your TV plans and requirements. Literature on request.

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New North Carolina fulltime 250 watt small market station seeking experienced manager. Opportunity to own interest in station if proven satisfactory. Box 103E, BROADCASTING.

Successful sales manager—Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 27E, BROADCASTING.

Sales manager-salesman, 25-35 years old with three years experience for kilowatt Michigan network station. Must own car, personal interview at own expense, salary in keeping with ability. Give full story first letter. Box 247E, BROADCASTING.

Enlarging staff! Field managers covering Chicago, Boston, Toronto, Montreal and Mexico City areas. Good percentage deal, representing RRR-Radio-TV Employment Bureau. Box 413, Philadelphia.

Salesmen

Salesman wanted for 5 kw Mutual outlet in midsouth. A real producer can make money with liberal commission setup. Do not apply unless you can prove you now have heavy weekly billings, that you have always had heavy billings and that you know you can produce good contracts for an aggressive station in a competitive market. Reply to Box 149E, BROADCASTING.

5 kw Mutual midwest station has opening for experienced salesman to handle national and regional accounts that are presently paying in excess of $100.00 a week. Only experienced men need apply. Box 242E, BROADCASTING.

Salesman. High caliber, aggressive young man who knows radio. Eastern network affiliate, nice-sized city adaptable to family man thinking of future; willing to prove worth in exchange for fair treatment, security, and every employee benefit including pension. Salary. State full information, sales record, three references. Box 243E, BROADCASTING.

Long established station with excellent record and market has opening for aggressive salesman who is well established in radio. Prefer man from Mississippi, Arkansas or Tennessee area. Opening offers excellent opportunity and would likely immediately equal or better present earnings of applicant. Submit complete personal background and photo. Reply confidential. Box 252E, BROADCASTING.

Announcers

Wanted—Announcer with first class license, accent on announcing. Starting salary $50.00 per week. Box 183E, BROADCASTING.

Wanted—Southern network station, can use combination announcer-engineer, $55 week, ideal working conditions, emphasis on announcing. Box 264E, BROADCASTING.

Commercial man with sports, DJ and console experience for progressive 5 kw in rich midwest area. Send disc, details, salary requirements. Box 276E, BROADCASTING.

Announcer-engineer. Good combination man with one year experience or more. $55.00 for 50 hours. Reference and disc to KANA, Anaconda, Montana.

Auditioning for experienced baseball play-by-play announcer for 147 game season. Other announcing or selling duties. Interest? Send a platter and other relevant material. WIST-FM, Charlotte, N. C.

Engineer—Sober and reliable for top facility AM-FM outlet in northcentral section in Ohio. No mail applications considered. Apply personally Chief Engineer, WATG, Ashland, Ohio.

Help Wanted

Technical

Wanted. Virgina network affiliated station seeks experienced combination announcer-operator with first class ticket. Car necessary, married man preferred. Start at $65.00 per 35 hour week. Box 259E, BROADCASTING.

Combination engineer-announcer with enough ability to take over chief engineering duties and do creditable announcing. Send complete references, disc and photo to Box 263E, BROADCASTING.

Need immediately combination engineer-announcer. Must be good announcer with first class license. Liberal salary. Prefer southern boy. Box 305E BROADCASTING.

Engineer-announcer combination must have first class license and good voice. Apply WKWF, Key West, Florida, John M. Spottswood, Manager. Send snapshot, transcription, minimum salary and autobiography.

Immediate opening — Engineer - announcer. Good voice necessary. Permanent position. Send full information. Experience, salary requirements and photo first letter. WMLT, Dublin, Georgia.

Combination chief engineer-announcer. Good voice, five years experience as chief. Rush disc, tape, photo, references to WNAT, Natchez, Miss.

Production-Programming, others

A leading station in one of the larger metropolitan eastern markets has an immediate opening for a top morning man. The pay is good. Send full particulars to Box 209E, BROADCASTING.

Continuity writer. Progressive midwest 5 kw. Send samples, details, salary required. Box 277E, BROADCASTING.

News editor, capable of writing, editing and reading own news. Emphasis on news experience and creative writing. Want good news voice. Send disc and details to Ken Miller, KVOO, Tulsa.

Situations Wanted

Managerial

Capable, experienced manager, top success record, knows how when going is tough, wants better opportunity. Box 152E, BROADCASTING.

Manager, experienced in sales, programming, promotion with a good administrative background. Young, married, aggressive—ready for a larger market. Would like association with network affiliate in the south. No wonder boy—just a good solid manager. Top references. Box 177E, BROADCASTING.

Manager. Now employed, with 15 years experience all phases broadcasting, plus valuable experience in allied professions. Proven results in administration, sales, programming. Have built one station, helped organize two others. Box 220E, BROADCASTING.

Solid radio manager available. 22 years experience all departments. Basic program specialist, former network producer, executive. Good salesman, alert to Hooperaising with emphasis on black P & L statements. Solid, sober family man who doesn't offer cure-all or overnight success to starving newcomers, but conscientious sales, programming and promotion resulting in sizable gains. Not afraid to tackle the toughest job at any size station, any network or even television. Available by my own choice and desire to work where hard work is appreciated and encouraged and compensation is commensurate with ability and results. What have you to offer? Box 225E, BROADCASTING.

Situations Wanted (Cont'd)

Manager, commercial manager. Complete knowledge overall operation. Strong on sales, hard worker have proven record. Anxious for better opportunity. Married, 28, car, excellent references. Can arrange for personal interview. Box 229E, BROADCASTING.

Manager — Aggressive, civic minded. Nine successful years experience in all phases of radio. Proven sales record against tough competition. Excellent references. Box 244E, BROADCASTING.

FM owners. Planning Transit Radio, store broadcasting, functional music? Experienced manager several FM stations with music services. Broadcast knowhow, aggressive, willing to take reasonable salary and % so both of us make money. Box 267E, BROADCASTING.

Sales manager of 50,000 watt owned and operated station. 15 years with station. Age 42. Previous wholesale and retail selling. Married, with family. Experienced in all phases of station operation. Would like position of manager or sales manager of station of 5,000 watts and up with NBC or CBS affiliation. Available with customary 30 day notice. Box 281E, BROADCASTING.

Wanted, manager position, employed. Experienced announcer, program director, commercial and station manager. Age 34, prefer New York City. Box 296E, BROADCASTING.

Notice—If I can't make your station pay, I'll sell it for you. Write to M. M. M., 2107 North Tryon Street, Charlotte, N. C.

Salesmen

Thoroughly experienced producer, hard-worker, good record, wants better opportunity. Box 153E, BROADCASTING.

Record-transcription companies. Experienced radio time salesman, disc jockey, professional musician. College graduate, thirty, finest references desires sales position. Free to travel. Box 274E, BROADCASTING.

Announcers

Newsman—Distinctive voice, delivery plus excellent educational, newspaper, radio-newswriting background. Currently editor-newscaster network affiliated FM. Seeks return large sound AM. Family, dependable. Aircheck. Box 60E, BROADCASTING.

Experienced—staff, play-by-play baseball, basketball. Emceed 4 hour dj show. Young, married. Answer all responses. Box 72E, BROADCASTING.

Experienced announcer — overall announcing including news, DJ, commercials, etc. Operate console, write copy. Single, dependable, conscientious. Available immediately. Box 123E, BROADCASTING.

Arthur Godfrey type morning man—desire Godfrey's wages; announcer-operator 14 months experience; continuity, traffic editor; hillbilly to classical programs; 3 years college, drama, west and northwest preferably. Box 136E, BROADCASTING.

Announcer, salesman, actor. Specialize news, commercials, music, ad-lib. 3 years experience, 23, will travel. Prefer midwest. Speech degree. Box 148E, BROADCASTING.

Announcer, experience includes disc jockey work, newscasting, commercial announcing, etc. College graduate. Married. Available immediately for permanent position. Disc, references available. Call N. Y. Dickens, 5-0856 or write Box 169E, BROADCASTING.

Announcer, single, versatile, college graduate. Immediate connection with progressive station. Box 217E, BROADCASTING.

Topflight play-by-play all sports, special events, participation shows, news editing and writing. 4 years experience, finest references. Looking for permanent spot station with solid sports schedule within 500 miles of New York City. Box 236E, BROADCASTING.

For fifty dollars a week a personable young man with one year of New York FM experience can help make your programs more pleasant, warm and entertaining. Run your board too. B.A. Degree. Snapshot, disc and highest references available at Box 226E, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Experienced deejay; news and sports. Married veteran. Disc and photo available. Box 231E, BROADCASTING.

Sportscaster, strong baseball. Background details on request. Box 233E, BROADCASTING.

Disc jockey, newscaster and control board operator. Young, married. Wonderful personality. Eight years in music business. Thorough knowledge of popular, western and classical music. Also sports. Limited broadcast experience. Will accept position anywhere. Salary secondary. Box 235E, BROADCASTING.

Seeking baseball play-by-play announcer? Dependable, capable experienced, references. Box 237E, BROADCASTING.

Combination man with good resonant voice desires position with future. Graduate two leading radio schools with one year experience as engineer and announcer. Disc, references, background on request. Box 238E, BROADCASTING.

Need a newsroom flunky? Staff announcer, four years. Have done rewrite on news. Some newspaper experience. Box 240E, BROADCASTING.

Combination man, chief announcer, 1st class ticket, program director. Play-by-play baseball, football, basketball. Not mere words. Top grade work. Box 241E, BROADCASTING.

Sports announcer—Four years of play-by-play. Would like heavy schedule of sports year around. Also experienced staff work for three years. College graduate. Married. Box 246E, BROADCASTING.

Spanish announcer and/or continuity writer, pleasing radio personality, clear enunciation free of regionalism. Available for radio, film dubbing or advertising work in Washington, D. C. or N. Y. Disc and material on request. Box 248E, BROADCASTING.

Sports announcer. Play-by-play all sports. Best baseball announcer in the business. Excellent references. Will accept only top position. Box 251E, BROADCASTING.

Vet, 23, 2 years college, 1 year radio acting training. Good voice, speech. Personable. Want announcer-apprentice position. Box 254E, BROADCASTING.

Looking for a personality? Well, I'm a a flub! Two years announcing-copywriting. Single, 25. Think dead air is bad? Just hear my disc! Box 255E, BROADCASTING.

Sports announcer. Experience football, baseball, basketball. Looking for progressive station! Will build sports department. Michigan, nearby states. Box 257E, BROADCASTING.

Announcer, now has first phone. 3 years experience. Make offer. Box 260E, BROADCASTING.

Morning man, hillbillie-pop specialist, change of voice, employed, deep voice, all letters answered, corn is selling. Box 261E, BROADCASTING.

Radio school graduate. 27. Married. Accent on newscasting, commercial announcing. Wants a push. Will travel. Box 265E, BROADCASTING.

Play-by-play sports. Interested only Class AA or better baseball or agency connection. Box 268E, BROADCASTING.

Experienced morning team. Hillbilly jockey mail-pull personality teams with local news man (also sports play-by-play). Will travel. Disc, photos, references. Box 270E, BROADCASTING.

High caliber announcer. Proficient reader. News background, deejay, interviews. 3 years in a ¼ kw too long. Desire change. Excellent references. Not an arbitrary character. Box 272E, BROADCASTING.

Graduate leading announcing school Radio City, New York, seeking initial position. News, good commercial, sports, D.J., writing ability. Stage and radio acting experience. Opportunity compensates salary. Married, will travel, disc, references on request. Box 273E, BROADCASTING.

Sportscaster with knowhow. Accurate reporting, listenable style. Live or recreated baseball. Excellent basketball, football. Smooth ad-lib minor sports and special events. Box 269E, BROADCASTING.

Situations Wanted (Cont'd)

Baseball my specialty—now employed as sports director Washington, D. C. station, experienced all sports, D. J. newscaster, high Pulse rating, excellent references, $75. Box 283E, BROADCASTING.

Announcer wants incentive for ideas, initiative. Able, amiable, reliable; 4 years versatile experience, young, B.A., dud at sports, jockeying. Box 284E, BROADCASTING.

Stations west of the Mississippi, available March 30. Play-by-play sports, special events, news, ad-lib disc shows, staff announcer. Chief announcer at present time. Looking for more progressive station heavy in sports. Can do sales. Single, 27. Disc, photo available. Box 285E, BROADCASTING.

Announcer, one year collegiate, all-round experience, also graduate of School of Radio Technique, Radio City, N. Y. Will travel, ambitious and able—disc available. Box 287E, BROADCASTING.

Good voice, knowledge sports. TV programming, directing, audio. Disc available. Box 288E, BROADCASTING.

Who will take a chance on an ex G.I.? 9 months radio school, one year commercial experience. Proven mail pull on early morning and request hillbilly show. Work control board, news and commercials. Prefer mid-South but go anywhere worth while. Money secondary. Box 291E, BROADCASTING.

Announcer and P.D.—morning show specialty, sports, etc. Four years net and indie, in large eastern market, married, one child. Best references, will travel, right offer gets good experienced, stable man. Address Box 292E, BROADCASTING.

Baseball play-by-play man. Experienced all phases sports broadcasting. Available for season or permanently on notice to employer who plans no baseball coverage. College graduate. Box 293E. BROADCASTING.

Sports announcer experienced play-by-play all sports, other types announcing, capably handled, dependable, family, 30. Box 295E, BROADCASTING.

Baseball problems? Available, 7 years live and reconstruction play-by-play, B to AA. College athlete, coach, speech M.A. Also, news editor, rewrite, emcee, special events and disc shows, some selling. Presently employed St. Louis area, but no sports opportunity. Audition discs, all phases. Best of references. Box 297E, BROADCASTING.

Wanted, station interested in a man who, though short on experience, is adept in all phases of announcing and the operation of a console. Box 298E, BROADCASTING.

Two years experience. Good selling voice! Versatile! Excellent references. Single. Available. Box 303E, BROADCASTING.

Newscaster, disc jockey, 20, graduate School of Radio Technique, Chicago. Sober, willing to work. Contact Kenneth Daum, Route 3, Box 552, Pewaukee, Wisc.

Staff announcer. Two years experience. Also writer-director dramatic series. Disc, photo, references on request. R. W. Dowling, 7115 37 Ave., Jackson Heights, L. I., N. Y. c/o Watkinson.

Announcer, BA Degree, 24, single. 3½ years mike experience. Desire progressive 250 watt anywhere. **George Doyle, 71 Emma St., New Bedford, Mass.**

Attention! Available immediately, good experience in sport announcer with experience in play-by-play. Also a good dj looking for hard work not a soft touch. **Notify Bob French, 8817** Houston Ave., Chicago 17, Illinois.

Announcer, experience two years, news, staff, disc jockey. Midwest preferred. Dan Holocher, 439 S. Jackson **St., Louisville, Ky.**

Versatile morning or staff announcer. Single, 24. University BA. 2 years experience. **Travel. Bob Kenneth, 11402 Superior Avenue, Cleveland 6,** Ohio.

Announcers, Two: Man and wife wish position as announcers on same station. (east preferred). Both are graduates of School of Radio Technique, Chicago, Ill. We are willing to work hard to make good, high salary not essential. Photo and disc or wire recording available upon your request. We believe these speak for themselves without any explanation. William and Madeline McLean, 6948 Sheridan Road, Chicago, Ill. Tel. Sheldrake 3-9870. Available April 1st.

Situations Wanted (Cont'd)

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Announcer, ambitious, reliable, experienced all phases. Good on news, commercials, also console. **Continuity, sports, remotes. Veteran, single, will travel anywhere. Disc and particulars** available. Robert E. Porter, 209 N. **Third, Villa Park, Ill. 4645.**

Ambitious announcer. Graduate radio announcing school. Good voice, sports background. Prefer area between Boston, New York, Buffalo. Personal interview desired; have disc, photo. Walter Sheldon, 595 Winspear Avenue, Buffalo, N. Y.

Technical

Chief engineer seeking better **boss.** Able assume all your technical **problems in AM or FM including any directional** system and any power. **Also TV** if and when. **Experience since crystal** sets, now 43. Permanency first. **Prefer** Central. Box 646D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Engineer 1st phone, telegraph, amateur 7 years communications. No broadcast experience, very reliable, 25, married. Box 43E, BROADCASTING.

Engineer, 6 years experience in studio and transmitter installation, operation and maintenance, single, presently employed. Box 56E, BROADCASTING.

Thoroughly experienced chief engineer available soon. Details Box 78E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitter, control board and remote broadcasts, Single, car, preferably NYC or vicinity. Box 96E, BROADCASTING.

Experienced transmitter control engineer. Presently chief 250 watt station. **No announcing. CREI graduate.** Prefer west. Box 135E, BROADCASTING.

Three years experience, 1 year as chief engineer, interested in new construction with permanent position to follow. Family man, car, want to settle. Furnish references. Box 170E, BROADCASTING.

Young single engineer desires position with progressive station going into TV. RCA graduate, 1st phone, available immediately. Salary secondary. Box 228E, BROADCASTING.

Engineer, 20 years experience, 1st class license; installation, maintenance and operation, AM and FM transmitters and studio equipment. Married, reliable and good references. Will travel. Box 230E, BROADCASTING.

RCA graduate, 1st phone. Desires position with progressive station. Have potentialities of becoming good combination man. Hard worker, willing to learn. Salary secondary. Box 234E, BROADCASTING.

Chief engineer 10 years experience all phases presently employed, references. Box 249E, BROADCASTING.

Experienced engineer, 18 months—full knowledge control board and remote. Single, will travel. Presently employed. Box 250E, BROADCASTING.

Engineer—1st phone, 2nd telegraph, ham. RCA Institute graduate, 65 months in studio, 41 combination studio-transmitter. Transmitter, studio, remote, tape and disc recording. AM, FM or TV. Age 21, married, references. Large station preferred, available immediately. Box 256E, BROADCASTING.

First phone, experienced, transmitter, console, remotes. Married, car. Wish to settle in northeast. Available on short notice. Box 286E, BROADCASTING.

Engineer, 1st phone. Veteran, 27; 17 months transmitter. Technical school graduate, AM, FM, TV. Interested AM station, travel. Box 294E, BROADCASTING.

Radio school graduate, 1st class license. Want to learn broadcasting. Will travel. Box 299E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced first class radio telephone operator currently with 20 kw New York City FM station. References from same. Will travel. Box 300E, BROADCASTING.

First class license, 6 months experience 250 watt. Vet, will travel. J. Herman, 338 Lincoln Place, Brooklyn 17, N. Y.

Holder 1st radiophone desires experience, available immediately. Joseph Hueston, 31 Targee Street, Staten Island 4, N. Y.

Combination chief engineer-assistant manager. 26 years experience planning, installing, operating stations. Will build new station or rebuild ailing station. Reasonable salary, excellent references. Permanent position desired. Kidd, Salida, Colorado.

Holder 1st radiophone desires experience. Available immediately. Edward Lessmann, 4141 70 Street, Woodside, N. Y. C.

Production-Programming, others

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Gal with a future seeks job with a future. What have you for a woman commentator of proven experience, who has a way with sponsors, listeners and community that brings results? Can deliver outstanding job to progressive station requiring ideas, versatility, know-how. Immediately available for affiliation offering career opportunities. Box 89E, BROADCASTING.

Experienced continuity writer. Excellent references. Modest requirements. Can also announce. Box 140E, BROADCASTING.

Program director, writer, announcer, wants job with progressive AM station. Presently employed in FM. Specialty, ad-lib, special events. Disc, photo, references on request. Box 147E, BROADCASTING.

Responsible, versatile production executive will fill any combination of vacancies on your team. University graduate, 7 years announcer to FM manager. News, music specialist. High references. Anywhere. Immediately. Box 176E, BROADCASTING.

Presently employed, seeking advancement or opportunity to work with experiment—college woman thirty two, experience business, sales, two years commercial and dramatic continuity, woman's show, character parts, traffic, public relations, speech making. Will go anywhere. Box 232E, BROADCASTING.

Very good writer. Commercial and music continuity. Recent graduate of radio school, studied all phases of radio. Willing to work and want experience. Production minded. 2 years college. Prefer south. If interested Box 239E, BROADCASTING.

Continuity writer. Western New Yorker; 19, male. Training, ability. Box 253E, BROADCASTING.

Program director—disc jockey has reached top at present station, desires change. If your station offers opportunity, good future, in exchange for hard work, I'm your man. Run good record show, do MC work, write copy, originate ideas, play organ and make friends. Best references. Minimum salary $65. Box 258E, BROADCASTING.

Newsman—Univ. of Wisconsin journalism graduate. Reporting and continuity experience. Some air work. Box 266E, BROADCASTING.

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E, BROADCASTING.

Gain profitable programming, prestige through merchandisable ingenuity, steadying influence of experienced program director. Young family man. Box 302E. BROADCASTING.

Situations Wanted (Cont'd)

Program director, Washington, D. C. network station desires change preferably to coastal town, where work will include announcing. Beginning salary not important if chances of promotion good. Personal interview within reasonable distance, otherwise disc, photo, etc. HU. 6000, Ext. 641, Washington, D. C. Box 280E, BROADCASTING.

Continuity-announcer, reliable, neither floater nor tipster. 4 years experience includes television. Desire permanency. All inquiries answered immediately. Bob Brier, 4815 Blackthorne Avenue, Long Beach 8, California.

Copywriters, trained in continuity, traffic, announcing and board work. $35.00 to $45.00 to start. Pathfinder School of Radio, 1222-A Oak St., K. C., Mo. Phone HA 0473.

Precision tape editing by network engineer. Ampex, Brush machines. Phone President 2-2553, New York.

Television

Technical

First phone license, Class "A" ham, 18 years projectionist sound technician. Should prove asset to TV station using film. Box 271E, BROADCASTING.

Television cameraman, floor manager, switcher, boom operator, film editor. Graduate SRT Television Production School, RCA Institute. Married, 28. Desires permanent position, any location. John Weeks, 2 Greenridge Ave., White Plains, N. Y.

Production-Programming, others

Experienced program and production director. Recently helped establish small town TV station. Desires production opportunities metropolitan market, national ad agency, forthcoming top TV station. Highest references, network and industry leaders. Box 279E, BROADCASTING.

Fast dramatic adaptations. Experience, training: programming, directing, cameraman. Specialize color and lighting. Six years commercial, motion picture. What am I best suited for? Box 289E, BROADCASTING.

Radio, stage managing and acting experience in New York theatre. Television production training in, direction, news editing, switching, camera and boom operation. Seeks television production work. Young man, 31. Box 290E, BROADCASTING.

TV producer, director on top-rated Chicago shows. Desires job change to ad agency or station. Best commercial references. Will travel. Box 301E, BROADCASTING.

For Sale

For sale, flourishing Muzak franchise in resort and manufacturing area in Florida. $8000 cash. Address Box 885D, BROADCASTING.

Stations

Radio station — regional — in fastest growing eastern market. Owners will consider selling control if willing to take full charge. Box 262E, BROADCASTING.

Equipment, etc.

50 kw transmitter, **RCA1050-B,** available about March 1. Modifications include factory built around all or complete voltage feedback and A.C. on all tube filaments. $7200 worth of operating and spare tubes and spare parts. Box 150E, BROADCASTING.

For sale: Hewlett Packard model 335B FM frequency and modulation monitor. New, in original shipping crate. Set up for 107.9 MC. Can be used on any frequency with proper crystal that can be obtained from H-P. Cost originally $935.00. Write Box 159E, BROADCASTING.

One GE type BA-5-A model 4BA5A1 limiting amplifier, $650. One RCA WM-71A distortion meter, $425. Box 278E, BROADCASTING.

For sale, high frequency coaxial antenna made by Workshop Associates. Type 3XA. 152-160 megacycles. Can be used by police, taxi cabs, public utilities or broadcast two way. Box 304E, BROADCASTING.

(Continued on next page)

For Sale (Cont'd)

r sale, Two Temco broadcast trans- itters, model 250 GSC, 2 crystal, ovens. 0 KCS. Best offer. KMHT, Marshall, Texas.

r sale—165 foot Wincharger tower h lights and guys and 250 watt ansmitter. Both in perfect condition d available now. WDBC, Escanaba, ichigan.

2,750 FM WE 506B-2 complete, spares, kw transmitter. New, never un- ted. H. Edwin Kennedy, WILM, ilmington, Delaware.

Wanted to Buy

Stations

nted to buy, radio station in middle lantic area, daytimer or fulltime al, no agents. Box 113E, BROAD- ASTING.

erested buying local; regional sta- n, midwest, south. Supply prices, nfidential information—experienced oadcaster. Box 219E, BROADCAST- G.

Equipment, etc.

nted—Complete 3 kw FM transmitter d allied equipment. List make of ems, age and price. Box 245E, OADCASTING.

w or used Taylor 250 watt portable nsmitter wanted. State condition, ice, etc. to WKVM-A-recibo, P. R.

nted—Anyone owning 5 kws. 1 kw d 250 watts RCA used transmitter in od condition please write Union dio, Prado 107, Habana, Cuba.

Miscellaneous

levision; motion pictures—Inexpen- e Government photography often aluable for backgrounds, research, quences, promotion. Vast subject nge. Our special search service d explanatory proof-catalogue, HROUGH GOVERNMENT LENSES" 7.50 postpaid, returnable) facilities. etails free. Washington Commercial . Dept. B, 1200 Fifteenth St., N.W., ashington 5, D. C.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Help Wanted (Cont'd)

MAJOR PRODUCER OF TRANSCRIBED SHOWS WANTS SALESMAN FOR BOSTON AREA

Man who formerly covered territory has been promoted. His earnings over 5 year period averaged over $20,000 per year. Ample drawing account against commissions furnished. Radio sales background required. Give complete sales and personal background. Attach photograph if possible.

BOX 171E, BROADCASTING

Announcers

WANTED

OUTSTANDING
BASEBALL
SPORTSCASTER

●

One of New England's leading advertisers seeks the services of an outstanding baseball sportscaster—starting with the coming season. The man finally selected will have intimate knowledge of baseball—must have at least 3 years baseball sportscasting experience—and be able to project warmth and friendliness over the air. The job pays an interesting salary—can lead to continued sportscasting of all kinds—and there's the additional advantage of living in a pleasant, leading New England city. For preliminary consideration please submit tape or wax recording—at least 200 words—of your voice, or of actual sportscast. Submit a recent photo, but do not appear in person or telephone.

●

MAIL APPLICATIONS TO

THE REINGOLD CO. INC.,

ADVERTISING AGENCY

10 State Street Boston, Mass.

Situations Wanted

Managerial

. . . . IS YOUR AGENCY
. . . . troubled with RADIO RASH or TELEVISION TENSION? I prescribe my services! Executive with excellent major agency radio and TV background available for administrative work in radio and/or TV. 23 years experience includes studio directing, casting, writing and radio and TV department management. Write BOX 282E, BROADCASTING.

Employment Service

WANTED NOW

COMMERCIAL MGR. (Va.) Sal. & Comm.
Time Salesmen (Mich. Miss. Pa.) . . . . . Comm. or Sal. & Comm.
ANNCR-ENGINEERS (southeast) 40-60
ANNCR-WRITERS (N.Y. Va. Pa.) 40-60

Write *AIR MAIL* for
Registration Forms
PLACEMENT DIVISION
Edward C. Lobdell Associates
17 East 48th St. New York 17, N.Y.

School

SRT • SRT • SRT • SRT • SRT

SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

MICHIGAN MEET

Fisher and Hardy To Speak

STERLING FISHER, public service division director of NBC, and Ralph Hardy, NAB educational director, will be among the main speakers at the Fifth Annual Michigan Radio Conference March 10, at Michigan State College, East Lansing, according to Prof. Joe A. Callaway, conference director.

Cooperation between radio men, educators and community leaders for better utilization of radio facilities within the local community, will be the theme of the all-day conference, Prof. Callaway stated. J. Donald Phillips, originator of the "Discussion 66" technique, will lead the discussion of conference attendants to determine what problems need solving. Then the speakers will attempt to incorporate the answers to such questions into their talks.

Another of the main speakers will be Dr. Lee Thurston, Michigan's state superintendent of schools. Help in answering questions will be given by a panel of advisors including Stanley Barnett, WDOD Grand Rapids; Prof. Garnet R. Garrison, U. of Michigan radio department, and C. O. Ransford, past president of the Grand Rapids Chamber of Commerce. Members of the Michigan Assn. of Broadcasters also have been invited to participate in the conference.

WFGM ON AIR

New Outlet Is Dedicated

WFGM Fitchburg, Mass., owned and operated by the Wachusett Broadcasting Corp., went on the air Feb. 15. A formal dedicatory program was scheduled for last Saturday, Feb. 25.

Ansel E. Gridley, former manager of WARE Ware, Mass., is general and commercial manager of the new outlet. Program director is Ed Penney and chief engineer is Donald L. Coleman Jr. WFGM operates daytime on 1580 kc with 1 kw.

California
$37,500.00

Fulltime network station in excellent area. Ideal opportunity for owner-operator who wants to live in one of California's rich and beautiful cities. Favorable financing.

New England
$125,000.00

Well established network facility in one of New England's best markets. Present owners are not operators, but station is quite profitable. More than $35,000.00 cash and accounts receivable included.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

PUBLIC AUCTION SALE
COMPLETE PHONOGRAPH RECORD MFG. PLANT
of
VOGUE RECORDINGS, INC.
4919 E. 8-Mile Road, Corner Doepfer Detroit (Center Line), Michigan
THURSDAY, MARCH 9, AT 11:00 A.M. (E.S.T.)

Including a $50,000 Modern Recording Studio. Finest in the Midwest Consisting of Scully Lathes Equipped for Micro Groove Cutting, Mixing Panel. Complete Amplification Equipment in Attractive Panels and Cabinets; Altec Hi-Fidelity Speakers, Boom Stands, Directional Microphones, Playbacks, Grand Piano, etc.

Also: Hydraulic Presses, Compounding & Mixing Equipment, Tool Room Machinery, Plating Equipment, Furniture & Fixtures and Hundreds of Items Allied and Used in This Industry.

Free Illustrated Auction Circular On Request

Inspection of Plant: March 6, To Sale Date

Wire, Write or Phone
INDUSTRIAL PLANTS CORPORATION
(Auctioneers, Liquidators, Appraisers)
316 S. La Salle Street, Chicago 4, Illinois
Telephone: WAbash 2-7315
Toledo **New York**

Promotion

"THIRTEEN is a lucky number," is heading on second bulletin in series of promotion pieces being sent to trade by **WKY Oklahoma** City. Letter reproduced in bulletin is from Local Federal Savings and Loan Assn., a WKY advertiser for 13 years. Letter lauds station's service to sponsor and concludes, "The fact that we have just renewed our contract with you for another year is proof of the confidence we place in WKY and the belief we have in consistent advertising." Facts concerning station's news coverage conclude bulletin.

Beauties and Balloons

BATHING beauties stood on downtown street in Washington Feb. 20 holding 100 balloons which they surrendered to the icy blasts. Four balloons contained certificates good for $13.90, representing dial position (1390 kc) of WEAM Arlington, Va. Beauties were part of promotion used by WEAM Arlington, Va., to announce it is now MBS affiliate for Washington, D. C., area.

Card Distribution

TO PROMOTE *Sports for All* which it sponsors on DuMont TV Network for Kentucky Club pipe tobacco, Mail Pouch Tobacco Co. is distributing showcards to all TV-equipped bars in New York metropolitan area. Bartenders, given small tins of product, give cards good display, company reports.

That's No Lie!

LATEST in promotion series from KYW Philadelphia is bulletin featuring picture of young George Washington, axe in hand, standing beside toppling cherry tree. In branches of tree is written, "I cannot tell a lie . . ." and station continues, "Truthfulness with others is a virtue . . . have you faced this fact?" Inclusion of KYW in sales campaigns in Philadelphia area is pointed out to be essential.

Market Picture

ADVERTISERS and agencies are being sent copies of promotional booklet titled "Six Billion Dollar Picture" by WGAR Cleveland. Booklet follows film format and material used in it is taken from color film presentation which WGAR has been showing since November. Information on Cleveland and Northeastern Ohio market, results of numerous studies and surveys, and radio and WGAR's place in successful sales campaigns are included.

Flying Discs

AS PART of promotion for its move to 1260 kc, WWDC Washington sent airplane over city Monday (Feb. 20) when move became effective. Plane dropped 10,000 discs over capital, many of which were redeemable at station for $12.60. Additional promotions for frequency move were movie trailers prepared for 16 local theatres, car cards, transit radio spots and posters in sponsor establishments and government buildings.

I'M LISTENING TO
WWDC
Now
1260
ON YOUR DIAL

ROUNDING out promotion for its switch to 1260 kc, WWDC Washington used "sandwich" girls carrying portable radios. Cards worn by girls read, "I'm listening to WWDC now 1260 on your dial."

Square Dancing

FACILITIES of ballroom in nearby Clear Lake, Iowa, were made available to KGLO Mason City, Iowa, for its square dance. Dance was invitational affair used to promote KGLO among members of Rural Young People's clubs in that area. Representatives from 11 counties in Minnesota as well as Iowa attended. Caller for evening was KGLO Farm Director Chet Randolph, and contests to determine best "square" and best couple were conducted.

Dog Tale

WOEBEGONE dog, hanging by elongated tail is featured on cover of promotion folder sent to trade by WIOU Kokomo, Ind. Written beside dog is, "No dogs in Kokomo—and hereby hangs a tale. . . ." Inside of beige and brown folder explains that "Dogs" are "programs and announcement availabilities that short-change advertisers who are denied the choice franchise by prior sale." Data concerning WIOU's percentage of total listener pull in its area and its cost-per-thousand are illustrated with graphs. Back of folder claims that "IOU's" distributed to radio industry on occasion of station's taking the air in 1948 have been redeemed. "IOU's" were pledges of high standards of operation.

Kit Reminds

FULLER BRUSH cosmetic kit sent to press by Bureau of Industrial Service of Young & Rubicam, New York, to remind them that Lucille Ball in *My Favorite Husband* was moving to new day and new time (Sunday 6 p.m.) on CBS. Promotion ties in with the fact that Miss Ball will star in forthcoming Columbia picture *The Fuller Brush Girl*. Radio program is sponsored by General Foods, New York.

Personnel

DAVE MOORE promoted from assistant to publicity director at WBBM Chicago. He succeeds **DON KELLEY**.

LEONARD WEINLES, former assistant editor of *Sunday Men's Page* on WJZ New York, joins WSTC-AM-FM Stamford, Conn., as press representative.

ROBERT BEST joins WASH (FM) Washington, promotion and publicity department.

Mrs. DOROTHY GRACE, with WWL New Orleans for past several years in various capacities, appointed to promotion and merchandising department of station.

TOM ALYEA, formerly sales promotion manager of KOMA Oklahoma City, joins Glenn Agency, that city, as sales promotion manager.

CHARLES L. RUMRILL & Co., Rochester, N. Y., appointed to handle advertising of WHAM-AM-TV that city.

JOHN KEYS, assistant manager of NBC Chicago press division, initiated into Headline Club, Chicago professional chapter of Sigma Delta Chi, journalism fraternity.

ELSIE B. RUBENSTEIN, assistant publicity director of WNEW New York, and Irwin C. Smiler have announced their marriage.

Biow Speaks

MILTON H. BIOW, president of Biow Co., New York, addressed the Advertising Club of Washington last Tuesday in connection with observance of American Brotherhood Week. Mr. Biow has been active in promoting the brotherhood movement. Among club guests were Maurice J. Tobin, Secretary of Labor, and representatives of religous organizations.

DEFENDS RADIO

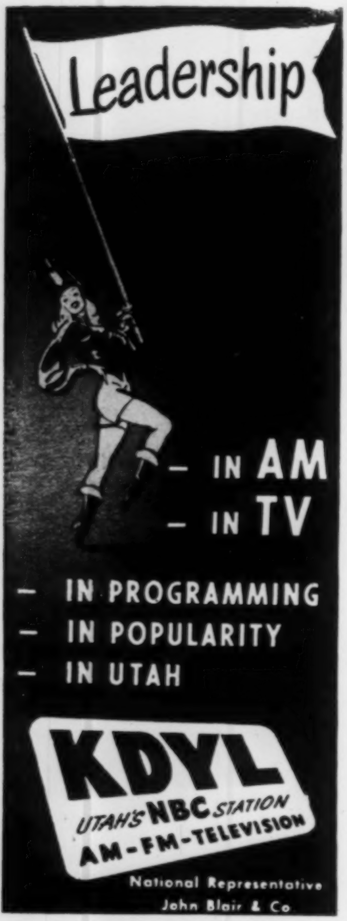
Lancaster Hits Rep. Gore

REP. ALBERT GORE (D-Tenn.) last week was on the receiving end of some sharp criticism about officials and legislators who try to regulate radio programming. Administerer of the criticism was W. H. Lancaster, president of WJHL Johnson City, Tenn., who objected to comments by Rep. Gore during House appropriations subcommittee hearings on the FCC's 1951 budget [BROADCASTING, Feb. 20].

"Putrid, awful giveaway shows" and "hired laughing participants" on comedy shows were criticized by Rep. Gore. Mr. Lancaster wrote him as follows:

"Perhaps you don't know it but a few of the people in Tennessee enjoy these shows. Some of them enjoy the hillbilly shows and some of them enjoy opera. You as just one listener . . . should not try to program our shows without first getting the opinion of the people of Tennessee.

"As you know, the BBC is owned by the government and run by the government in England and from what I hear their programming from a standpoint of education and enjoyment is far inferior to ours. Please let's try and not get in the same shape England is. If you Congressmen would pay a little more attention to the economy of our country it would help the situation throughout the United States far more. As you know, too, you don't have to listen to any show that is aired on any radio in the United States—it's very easy to cut it off."


Leadership
– IN AM
– IN TV
– IN PROGRAMMING
– IN POPULARITY
– IN UTAH
KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
National Representative
John Blair & Co

FOR THE FACTS ON THE CINCINNATI MARKET
•
→ See Centerspread This Issue ←
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

FCC Actions

(Continued from page 40)

ebruary 23 Decisions . . .

BY COMMISSION EN BANC

License Renewal

INZ Hollywood, Fla.—Granted re- wal of license for period ending r. 1, 1952.

POA Honolulu, T. H.—Granted re- wal of license for period ending May 952.

KEU Griffin, Ga.—Granted petition file amended application for re- wal of license, and further ordered nt of renewal application as ended.

Petition Denied

JOL Joliet, Ill.—Denied petition for ewal of license on regular basis, and ended present license on temp. basis June 1, granted further extension to e 1 within which to comply with c. 3.109 of rules.

License Renewal

XLJ Helena, Mont.—Granted peti- n for reconsideration and grant of lication for renewal, and applica- n was removed from hearing docket d renewal of license granted for iod ending Aug. 1, 1952.

IBS San Juan, P. R.—Granted re- wal of license for regular period mrs. Coy and Webster voting for p. grant).

ollowing stations were granted re- wal of licenses for regular period: A Des Moines; KOMW Omak, sh.; KORA Bryan, Tex.; KWPC scatine, Iowa; WKBC No. Wilkes- o, N. C.; WKTG Thomasville, Ga.; GY Montgomery, Ala.; WORZ ndo, Fla.; WTPR Paris, Tenn.; EK-FM Shelbyville, Ind.

Temporary Extension

ollowing stations were granted ther temp. extensions of licenses period ending June 1: KPMO mona, Calif; WMEX Boston; WGAR d aux.) Cleveland; KMPC Los geles; WJR (and aux.) Detroit; UX Wilmington, Del.; KDB Santa rbara; KGB San Diego; KHJ (and x.) Los Angeles; KFRC (and aux.) n Francisco; WBAL Baltimore; YY Pocatello, Ida.; WSNY Schenec- dy; WGWD Gadsden, Ala.; KHOZ rrison, Ark.; KXLR No. Little Rock, k.; KWAK Stuttgart, Ark.; KWEM st Memphis, Ark.; KOB Albuquer- e; KOJM Havre, Mont.; WINK rt Meyers, Fla.; WCYB Bristol, Va.; VC Richfield, Utah; WVNJ Newark, J.; KBYR Anchorage, Alaska; RO Aurora, Ill.

License Renewal

CLE Clearwater, Fla.—Granted re- wal of license on temp. basis to ne 1.

HOS No. Ala. Bcstg. Co., Decatur, a.—Granted renewal of license for ular period.

KRG Giddens & Rester, Mobile, a.—Same.

FHA New Britain, Conn.—Granted ewal of license for FM station for ular period.

PRC Houston, Tex.—Same.

Temporary Extension

KHJ-FM Don Lee Bcstg. System, Los Angeles, Calif.—Present license for FM station further extended on temp. basis to June 1.

Don Lee Bcstg. System, Los Angeles—Present licenses for exp. TV station KM2XCY KM2XBD further extended on temp. basis to June 1.

Albuquerque Bcstg. Co., Albuquerque, N. M.—Present exp. TV station license for KA-3427 further extended on temp. basis for period ending June 1.

Sarkes Tarzian, Bloomington, Ind.—Present developmental station license for KS2XAP further extended on temp. basis to June 1.

License Renewal

Renewal of licenses for following FM stations were granted for the period ending March 1, 1951: KWNO-FM Winona, Minn.; WEBQ-FM Harrisburg, Ill.; WFAA-FM Dallas; WKRT-FM Cortland, N. Y.; WLLH-FM Lowell, Mass.; WOKZ-FM Alton, Ill.; WSAP-FM Portsmouth, Va.; WSLS-FM Roanoke, Va.; WVUN Chattanooga; KWFT-FM Wichita Falls, Tex.; WBOC-FM Salisbury, Md.; WLTN Lewistown, Pa.; WMAR-FM Baltimore.

Renewal for following FM stations were granted for period ending March 1, 1952: KSNI Salinas, Calif.; KSPI-FM Stillwater, Okla.; WEEU-FM Reading, Pa.; WEQR Goldsboro, N. C.; WESC-FM Greenville, S. C.; WFLY Troy, N. Y.; WGUY-FM Bangor, Me.; WHBC-FM Canton, Ohio; WIBM-FM Jackson, Mich.; WMAS-FM Springfield, Mass.; WMBD-FM Peoria, Ill.; WOSH-FM Oshkosh, Wis.; KRLD-FM Dallas, Tex.

Renewals for following FM stations were granted for period ending March 1, 1953: KRBA-FM Lufkin, Tex.; KRBC-FM Abilene, Tex.; WDBJ-FM Roanoke; WGAA-FM Cedartown, Ga.; WGH-FM Newport News; WGPA-FM Bethlehem, Pa.; WHBS-FM Huntsville, Ala.; WHCU-FM Ithaca, N. Y.; WHOO-FM Orlando, Fla.; WIBX-FM Utica; WMRC-FM Greenville, S. C.; WPAM-FM Pottsville, Pa.; WQXR-FM New York, N. Y.; WTAG-FM Worcester, Mass.; WWCF Greenfield, Wis.; WCSC-FM Charleston, S. C.; WELD Columbus, Ohio; WFMY Greensboro, N. C.; WJMC-FM Rice Lake, Wis.; WTIC-FM Hartford, Conn.

KARK Little Rock, Ark.—Granted further temp. extension of license to June 1, and further ordered that time for achieving compliance with Sec. 3.109 is extended to June 1.

ACTIONS ON MOTIONS

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension of time to file exceptions to proposed decision issued in Doc. 7398 et al; time extended to Feb. 23 (Action by Comr. Coy on 2-13-50).

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted petition for continuance of hearing on its application and that of Sky Way Bcstg. Corp., Columbus, Ohio from Feb. 28 in Lima, Ohio, to March 27 (Action by Examiner Litvin on 2-16-50).

Pioneer FM Co., Madison, Ind.—Granted amended petition, insofar as it relates to height of ant. and other technical data set forth in Sec. V-B and V-G. (Action by Leo Resnick on 2-14-50).

FCC General Counsel—Granted petition for extension of time to file proposed findings of fact re application of Radio and Television Bcstg. Co. of Idaho (KEYY), Pocatello, Ida.; time extended to Feb. 20, 1950 (Action by Examiner Resnick on 2-13-50).

KFGT Fremont, Neb.—Granted petition for postponement from Feb. 14 to March 6 for filing of proposed findings of fact and conclusions in proceeding re its application (Action by Examiner Hutchison on Feb. 10).

WCAW Charleston and WMON Montgomery, W. Va.—Granted petition of WCAW for leave to amend application to change frequency requested from 790 kc to 1300 kc; to amend listing of exhibits in Sec. I, Page 2, etc., and for removal of application, as amended, from hearing docket; on Commission's own motion removed from hearing docket application of WMON (By Examiner Hutchison on 2-17-50).

KFDX Wichita Falls, Tex.—Granted petition for continuance from Feb. 24 to April 24 at Washington, hearing re application (Action by Examiner Blume on 2-17-50).

(By Examiner Cunningham)

KFSA Fort Smith, Ark.—Granted petition for leave to amend application (a) to provide for 1 kw D operation and (b) revise estimated cost of construction; application as amended retained on hearing docket.

KYA San Francisco—Granted petition for continuance of further consolidated hearing re its application from Feb. 28 to June 1.

Angelus Bcstg. Co., Temple City and Newport Harbor Bcstg. Co., Newport Beach, Calif.—Granted joint petition for leave to amend application of Newport Harbor Bcstg. Co. to specify new trans. site, two element DA and certain amendments re programming and other matters; applications removed from hearing docket.

WBAT Marion, Ind.—Granted motion for extension of time from Feb. 23 to March 6 for filing proposed findings in proceeding re its application.

KSFA Fort Smith, Ark.—Granted petition for continuance of hearing re application from Feb. 23 to March 22, and for waiver of Sec. 1.745 of rules to permit early consideration of petition.

(By Examiner Johnson)

WRUW World Wide Bcstg. Corp., Scituate, Mass.—Granted petition for leave to amend application to reduce power requested from 250 kw to 80 kw. (Action 2-17-50).

WBAP Fort Worth and WFAA Dallas, Tex.—Granted joint petition for continuance of hearing in proceeding re their applications now scheduled Feb. 27, until further order.

(By Examiner Smith)

WALE and Bay State Bcstg. Co., Fall River, Mass.—Granted joint petition for continuance of hearing in proceeding re their applications from March 6 to May 8 in Fall River.

(By Examiner Resnick)

FCC General Counsel—Granted petition for continuance of hearing re application of Farmington Bcstg. Co., Farmington, N. M. from Feb. 24 to April 27 in Washington.

February 23 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

WJPG Green Bay, Wis.—CP AM station to change from 810 kc 1 kw D to 1440 kc 1 kw-D 500 w-N DA-N AMENDED to request DA-2.

AM—1290 kc

WIKC Bogalusa, La.—CP AM station to change from 1490 kc 250 w unl. to 1290 kc 1 kw-D 500 w-N DA-N.

AM—950 kc

KFSA Fort Smith, Ark.—CP AM station to change from 950 kc 1 kw-D 500 w-N DA-N to 950 kc 5 kw-D 1 kw-N DA-DN AMENDED to request 950 kc 1 kw unl. DA-N.

AM—1300 kc

WCAW Charleston, W. Va.—CP AM station to change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-1 AMENDED to request 1300 kc 1 kw unl. DA-2.

AM—1290 kc

KFRB Fairbanks, Alaska—CP AM station to change from 1290 kc 1 kw unl. to 1290 kc 5 kw unl.

License for CP

License to cover CP new AM station: WJER Dover, Ohio; KENM Portales, N. M.

WAFB Baton Rouge, La.—License for CP AM station increase power etc.

WFMJ Youngstown, Ohio—License for CP AM station change frequency, increase power etc.

Modification of CP

Mod. CP new AM station for extension of completion date: WCON Atlanta, Ga.; WFIR Danbury, Conn.

License Renewal

KFXJ Grand Junction, Col.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WXRC Buffalo, N. Y.; WSLB-FM Ogdensburg, N. Y.; WBCA Schenectady, N. Y.; WLAN-FM Lancaster, Pa.; WJHL-FM Johnson City, Tenn.

KDTH-FM Dubuque, Ia.—Mod. CP new FM station to change ERP to 43.9 kw, ant. to 692 ft.

KFSA-FM Fort Smith, Ark.—Mod. CP new FM station to change ERP to 319 kw, ant. to 224 ft.

Mod. CP new commercial TV station for extension of completion date: WBRC-TV Birmingham, Ala. to 10-1-50; WNBQ (TV) Chicago to 4-20-50.

License for CP

KGO-TV San Francisco—License to cover CP new commercial TV station.

(Continued on page 76)

ALL-EXPENSE trip to New York goes to T. Harold Vosburgh (r), of Bellows Falls, Vt., winner for December of Thesaurus' "new era" contest program, *Claude Thornhill Presents Win a Holiday*. Award is presented by R. Gale Bath, promotion manager, WKNE Keene, N. H. Mr. Vosburgh won the trip for two, tendered by RCA Recorded Program Services, when he submitted a title for an original Thornhill tune to WKNE.

Frank A. Wellman

FRANK A. WELLMAN, 51, a pioneer in radio and the originator of the *Lucky Dollar Club* a number of years ago on WCAM Camden, N. J., died of a heart attack on Feb. 17 in the Bryn Mawr Hospital, Philadelphia. Mr. Wellman, who maintained an advertising agency in Philadelphia since 1927, was part owner of WLAB Lebanon, Pa., and formerly was associated with WTTM Trenton. He leaves his wife, a son and a daughter.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
GREENFIELD, Mg. Director N.Y.19

Mr. Patrick Sweeney
Dancer-Fitzgerald-Sample
New York City

Dear Pat:

Hit's a fack, thet here in Charleston, West Virginny, durned near ever'body lissens ter WCHS. 'Course, thur's good reasons fer this. Th' big boys at WCHS has seen to it thet th' best local talent is right here on th' same station as th' big CBS line-up uv stars, so hit's jest natural fer a West Virginny-an ter think uv WCHS when he thinks uv radio. T'other day I tuk th' boss's suit down ter Joe th' tailor. I walked in an' nobody wuz in sight. I banged on th' table an' heerd Joe holler, "Come on back!" So, I opens 'nother door and goes on back, an' Pat, d'ya know what them fellers wuz a-doin'? They wuz lissenin' ter MA PERKINS! Yessir, Joe don't even let business interfere with his favorite radio program, so I jest set down an' lissened, too. Yes, Pat, day or night — home or away — folks in Charleston and West Virginny lissens ter WCHS! Thet's sumpthin' fellers like you likes ter know, ain't it?

Yrs.
Algy

WCHS
Charleston, W. Va.

XUM

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 23

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,108	2,072	178		314	262
FM Stations	714	490	270	*5	50	28
TV Stations	100	34	78		350	182

* Three on the air.

CALL ASSIGNMENTS: KAHU Waipahu, Oahu, T. H. (Rural Bcstg. Co. Ltd., 920 kc, 1 kw unlimited); KARE Atchison, Kan. changed from KVAK (Griffith-Buenning Bcstg. Co.); KNCM Moberly, Mo. (Moberly Bcstg. Co., 1220 kc, 250 w daytime); KPMN Pullman, Wash. (Bayton & Hicks, 1150 kc, 1 kw daytime); KUKI Ukiah, Calif. (Bartley T. Sims, 1400 kc, 250 w unlimited); WLOE-FM Leaksville, N. C. (Douglas L. Craddock, Channel 224); WPGW Portland, Ind. (Glenn West, 1440 kc, 500 w daytime); WSMP St. Marys, Pa. (Elk County Bcstg. Co., 1400 kc, 250 w unlimited); WWOC Manitowoc, Wis. (Manitowoc Bcstg. Co., 980 kc, 500 w daytime).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

Tildon M. and Starlon S. Adcock, Goldsboro, N. C.—Announced decision adopting initial decision to deny as in default application for new station on 570 kc, 1 kw daytime [BROADCASTING, Feb. 20]. Decision Feb. 17.

WRTB Waltham, Mass.—Opinion and order adopted to deny Raytheon Manufacturing Co. rehearing of decision Dec. 19, 1949, and request for oral argument in support of petition for mod. CP for extension of completion date [BROADCASTING, Feb. 20]. Decision Feb. 17.

Connecticut Electronics Corp., Bridgeport, Conn.—Order denying petition Connecticut Electronics Corp. to vacate initial decision and reopen record in proceeding re application. Oral argument scheduled for March 24 [BROADCASTING, Feb. 20]. Decision Feb. 17.

Easton Pub. Co., WEST both Easton, Pa., & WHOL Allentown, Pa.—By memorandum opinion and order (1) denying motion and stipulation filed by Easton Pub. Co., WHOL Allentown and WEST Easton which purports to bring forward changes which have taken place with respect to corporate structures, stockholders, officers etc. in Dockets 7179 et al; (2) denied petitions for supplemental findings; (3) set aside decision of June 23, 1947 and ordered parties to file such petitions as may be appropriate to seek amendment to bring applications up to-date within 20 days from this date; (4) proceeding designated for further hearing and stay of order setting aside decision in so far as it withdraws authority Allentown Bcstg. Corp. to operate WHOL, pending further hearing in this proceeding and final decision. See story this issue. Decision Feb. 20.

WTMJ-TV Milwaukee, Wis. — Announced order that action taken Feb. 15 setting aside grant of renewal of license of The Journal Co., Milwaukee, and granting temporary license, be set aside. The Commission had before it on Feb. 15 information which led it to believe that licensee had accepted order made Jan. 26 by National Bcstg. Co. for broadcast time on Sat. evening for 13 weeks starting Feb. 25, which order raised questions with respect to violation of rules and regulations of Commission. Mr. Walter Damm, vice president and general manager of WTMJ-TV has filed sworn statement with respect to order and advises that The Journal Co. did not accept said order made by NBC. WTMJ-TV is hereby granted regular renewal of license to expire Feb. 1, 1951. See story this issue. Order Feb. 21.

Non-Docket Actions . . .

TRANSFER GRANTS

KOCS and KEDO (FM) Ontario, Calif.—Granted assignment of license of Daily Report Co., licensee, from Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley to new partnership of same name and partners with exception of Mrs. Potter. Mrs. Potter is retiring and sells her 2% interest to Carlton R. Appleby for $10,000. KOCS is assigned 1510 kc, 1 kw daytime. Granted Feb. 21.

KSWO Lawton, Okla.—Granted assignment of license from Oklahoma Quality Bcstg. Co., licensee, co-partnership consisting of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert Scott to partnership of same name and one new partner G. G. Downing. Mr. Downing purchases 3½% of 53% held by R. H. Drewry for $816.10. KSWO is assigned 1380 kc, 1 kw unlimited DA-2. Granted Feb. 21.

KRHD Duncan, Okla.—Granted transfer of percentage interest in Duncan Bcstg. Co., licensee, from G. G. Downing to R. H. Drewry. Mr. Downing sells 3.5% interest to Mr. Drewry for $371.18. Before transfer Mr. Drewry held 41.5% interest in licensee company. KRHD is assigned 1350 kc, 250 w-D 100 w-N. Granted Feb. 21.

KSRO Santa Rosa, Calif.—Granted assignment of license from Ruth W. Finley, sole owner KSRO, to a corporation to be known as Finley Bcstg. Co. with no change of ownership. Mrs. Finley requested change of form of ownership to improve her tax position and formulate a policy of estate planning involving her extensive properties. KSRO is assigned 1350 kc, 1 kw unlimited DA-1. Granted Feb. 21.

Deletions . . .

ONE AM AUTHORIZATION and one FM authorization were reported deleted last week by FCC. Total to date this year AM 14; FM 22; TV 1.

WJWL Georgetown, Del.—Rollins Bcstg. Co. CP Feb. 21.

KGBS-FM Harlington, Tex.—Harbenito Bcstg. Co. License Feb. 21. License expires March 1, no reason given for withdrawal.

New Applications . . .

AM APPLICATIONS

Attalla, Ala.—Carl Lee Graham tr/as Attalla Bcstg. Co., 930 kc, 1 kw daytime. Mr. Graham is owner of Graham's Drug Store. Estimated construction cost $18,000. Filed Feb. 17.

Booneville, Miss.—E. O. Roden tr/as Booneville Bcstg. Co., 1400 kc, 250 w unlimited. Estimated construction cost is $9,400. Mr. Roden owns 77½ sh. of 125 sh. of Union News Inc. and is sole owner of Booneville Printing Co. Filed Feb. 23.

Lancaster, S. C.—Arthur Wilson Davis tr/as Royal Bcstg. Co., 1220 kc, 1 kw daytime. Estimated construction cost is $11,700. Mr. Davis owns 50% Royal Laundry and Dry Cleaners and 33⅓% Lancaster Laundry and Dry Cleaners. Filed Feb. 23.

New Smyrna Beach, Fla.—J. G. Cobble, James D. King Jr., and Walter T. Slattery d/b as Beach Bcstg. Co., 1230 kc, 250 w unlimited. Estimated cost of construction is $8,191. Mr. Cobble is chief engineer WJRD Tuscaloosa, Ala., James D. King Jr., program director and announcer WJRD and Mr. Slattery is owner Slattery's Autory, each will have 33⅓% interest. Filed Feb. 21.

FM APPLICATION

Sanford, N. C.—Lee Bcstg. Corp. Channel 288 (105.5 mc), ERP .49 kw, ant. above average terrain 338 ft. Estimated construction cost: $4,119. Lee Bcstg. Corp. is licensee of WWGP AM outlet in Sanford. Filed Feb. 17.

TRANSFER REQUESTS

KAFP Petaluma, Calif.—Assignment of CP from Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker d/b as Petaluma Bcstrs. to Forrest Hughes, Harold Sparks and Vernon Sparks d/b as Petaluma Bcstrs. No monetary consideration. KAPF is assigned 1490 kc 250 w unlimited. Filed Feb. 10.

KTRY Bastrop, La.—Assignment of license from Nathan Bolton and A. R. McCleary, partnership d/b as Morehouse Bcstg. Co. to corporation of same name involving no change of ownership. KTRY is assigned 730 kc, 250 w daytime. Filed Feb. 10.

KGNB New Braunfels, Tex.—Assignment of CP from Charles Scruggs, Claude W. Scruggs, Franklin T. Wilson and Alton W. Stewart d/b as Comal Bcstg. Co. to corporation of same name and partners. Purpose of incorporating is to better facilitate business affairs. No money involved. KGNB operates with 1 kw daytime on 1420 kc. Filed Feb. 15.

KLKC Parsons, Kan.—Transfer of 251 shares capital stock of Community Bcstg. Co. Inc., licensee, to Sun Pub. Co. Inc. for $12,550. After transfer Sun Pub. Co. will hold 51% interest in licensee corp. KLKC is assigned 1540 kc, 250 w daytime. Filed Feb. 15.

KMHT Marshall, Tex.—Transfer of control of Marshall Bcstg Co., licensee, to Fort Worth Bcstg. Co. for consideration of $52,500. Principals in Fort Worth include: Frank M. Skinner, owner of clothing stores in Fort Worth and Austin, also farming and ranching interests, president 98%; John R. Crouse, vice president and chief neer KXOL Fort Worth, vice presi .33%, and Russ N. Lamb, gen manager KXOL, 1.67%. KMHT is signed 1450 kc 250 w unlimited. F Feb. 15.

WXLT Ely, Minn.—Transfer of trol of Ely Bcstg. Co., licensee, Charles W. Ingersoll to new corp tion. Mr. Ingersoll will receive and corporation will assume liabi of station. Principals include: Lyn Thompson, farmer, 36.13%; Corn Thompson, retired farmer, 10. Harold Henry Wright, owner-mana County Monitor and printer, 19. Cyrille Fortier, Fortier Retail Store, 13.45%; Nellie Ingersoll, clerk, 2.52%; Mirth Lutnes, sc teacher, 2.52%; L. W. Andrews, consultant, and owner KFMA Da port, Ia., 33⅓% WTIM Taylorv Ill., 15.97%. WXLT is assigned kc, 250 w unlimited. Filed Feb. 15.

WCAP Asbury Park, N. J.—Assi ment of license from Radio Indus Bcst. Co., licensee, to Asbury P Press Inc. for $75,200. Asbury P Press is licensee of WJLK (FM) Asbu Park. WJLK and WCAP will be c bined under the WJLK call lette and WCAP-FM will be dropp WCAP is assigned 1310 kc, 250 w limited. [See story BROADCASTIN Feb. 13, p. 24]. Filed Feb. 17.

KVON Napa, Calif. — Transfer 75% of stock of Napa Bcstg. Co., censee, from Elwyn F. Quinn, W. Quinn, Robert L. O'Brien, Grant P lock, Lewis McCoy and John Cha wick to Luther E. Gibson for $15, Mr. Gibson is 100% owner Gib Publications, 50% owner Benicia He ald, ⅓ owner Vallejo Steam Laund and owner KHUB Watsonville, Ca KVON is assigned 1440 kc, 500 w limited DA-1. Filed Feb. 23.

WTJH East Point, Ga.—Assignme of license from James S. Rivers tr/ Southeastern Bcstg. System to corp ration in which James S. Rivers 90% and Doris Rivers owns 10%. funds are involved, reorganization solely to better tax position. WTJH assigned 1260 kc, 1 kw daytime. Fil Feb. 23.

WCPM Middlesboro, Ky.—Transfer control of Tri-State Bcstg. Co., censee, to A. G. Barton, J. H. Brook C. K. Brosheer, R. L. Kincaid a U. G. Brummett for consideration $50,175. Transferees are owners WMIK Middlesboro and will surren license of that station contingent grant of transfer. Both transfer and transferees feel that over-all rad service to the Middlesboro area c best be served by one radio statio WCPM is assigned 560 kc, 500 w da time. Filed Feb. 23.

KSAM Huntsville, Tex.—Assignme of license from J. G. Long to Harva C. Bailes and Morris B. Cauthen d/ as Huntsville Bcstg. Co. for $40, Mr. Bailes is manager of KSAM a Mr. Cauthen is lumber and lumb products salesman. Mr. Long wishes liquidate some of his assets. KSAM assigned 1490 kc, 250 w unlimite Filed Feb. 23.

FCC Actions

(Continued from page 75)

Applications Cont.:

TENDERED FOR FILING

Modification of CP

KSDO San Diego, Calif.—Mod. CP AM station to change from 1130 kc 5 kw unl. DA-2 to 1130 kc 5 kw-D 1 kw-N DA.

Modification of License

KCLO Leavenworth, Kan.—Mod. license AM station to change from 1410 kc 500 w D to 1 kw D.

AM—1230 kc

WKLK Cloquet, Minn.—CP new AM station to change from 1450 kc 250 w unl. to 1230 kc 250 w unl. Contingent on WDSM Superior, Wis. vacating 1230 kc.

APPLICATION RETURNED

Beaver Dam, Wis.—Prairie Bcstg. Co. RETURNED Feb. 16 application for new station on 740 kc 250 w D.

Carrington Award

MRS. ELAINE CARRINGTON writer of *Pepper Young's Famil* and other daytime serials, wa guest of honor Thursday, at luncheon tendered by the Nationa Conference of Christians and Jew at New York's Waldorf-Astori Hotel. The award, one of eig given by NCCJ [BROADCASTIN Feb. 20] as part of brotherhoo week, was presented to Mrs. Ca rington that afternoon during th *Pepper Young's Family* broadcas on NBC. Everett R. Clinchy, pre ident of the conference, preside at the luncheon.

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PONTIAC
Royal Oak
DETROIT
LAKE ST. CLAIR
WINDSOR
LAKE ERIE
TOLEDO
MONROE
WEXL SERVICE AREA
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Frequency Study

(Continued from page 17)

nications facilities by govern-
ntal and non-governmental agen-
s and to make and present to the
esident evaluations and recommen-
ions in the national interest con-
ning:
(a) policies for the most effective
e of radio frequencies by govern-
ntal and non-governmental users
d alternative administrative ar-
gements in the federal govern-
nt for the sound effectuation of
h policies;
(b) policies with respect to inter-
ional radio and wire communica-
ns;
(c) the relationship of government
mmunications to non-government
mmunications, and
(d) such related policy matters as
e board may determine.

Board Powers

The order authorized the board
"hear and consult with repre-
ntatives of industry and the fed-
al government concerned with the
bjects under study."
Serving with Dr. Stewart on the
ard are:
Dr. Lee A. DuBridge—President of
lifornia Institute of Technology
d a recognized leader in the field
physics.
David H. O'Brien—Retired vice
esident of Graybar Electric Co., a
rmer assistant administrator of the
ar Assets Administration and, dur-
g the war, the Army Signal Corps'
rector of distribution.
William L. Everitt—Head of the
epartment of electrical engineering
the U. of Illinois, currently serving
the so-called Condon Committee
udying color television for the Sen-
te Interstate and Foreign Commerce
ommittee; 1942-46 director of the
perational research staff of the
ffice of the Chief Signal Officer of
e Army; a past president of Insti-
te of Radio Engineers, and a mem-
r of the electronics committee of
e Joint Research and Development
oard since 1946.
Dr. James R. Killian Jr.—President
Massachusetts Institute of Tech-
ology, formerly faculty member and
xecutive assistant to the president
f MIT.

The chairman of the board
erved as head of FCC's telegraph
ivision during his service as a
ommissioner from July 11, 1934,
ntil his term expired June 30,
937, and was vice chairman of
e Commission from 1935 to 1937.
efore joining FCC, Dr. Stewart
as in charge of the State Dept.'s
ectronics communications treaty
ivision (1930-34) and represented
e U. S. on delegations partici-
ting in a number of international
nferences.
From 1940 to 1945 Dr. Stewart
as executive secretary of the Na-
onal Defense Research Commit-
e and, for the period 1941-45, of
e Office of Scientific Research
d Development and the Com-
ssion on Medical Research. He
s named deputy director of the
ce of Scientific Research and
velopment in 1946, before ac-
ting the U. of West Virginia
esidency the same year.
President Truman's letter to Dr.
wart cited communications services as representing "a vital resource in our modern society." Problems which the President noted in this field included "the extent to which the government should, in time of peace, continue to operate its own communications facilities," and "the question of merging the overseas operations of our commercial communications companies."

EDUCATION EXHIBIT

Tyler Reports 500 Entries

FIVE-HUNDRED Canadian and U. S. shows aired last year have been entered in the 14th American Exhibition of Educational Radio Programs, Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, has announced. Exhibition, sponsored by the institute, includes entries from 33 states, the District of Columbia, Hawaii and five Canadian provinces.

About one-fifth of the total are from New York state, Mr. Tyler said. Ninety-one commercial stations lead entries in about 200 classifications. Award winners will be announced May 1, and winning programs will be available for audition during the Institute for Education by Radio in Columbus, May 4 to 7.

WVOK Appoints

RADIO Representatives Inc. has been appointed national sales representative for WVOK Birmingham, Ala., "The Voice of Dixie." WVOK operates with 10 kw on 690 kc, and expects to increase its power to 50 kw within a few weeks. Mrs. Iralee Benns is president.

LAFOUNT RETIRES

Original FRC Member

Mr. Lafount

HAROLD A. LAFOUNT, president of Atlantic Coast Network with headquarters in New York, is retiring this week, leaving Tuesday for Utah, his native state. He expects to spend most of his time in Salt Lake City, but will winter in California.

Mr. Lafount left Salt Lake City in 1927 to become a member of the original Federal Radio Commission at the time it was formed. In 1934 he joined Arde Bulova, chairman of the board of Bulova Watch Co., in setting up a group of successful stations on the Atlantic Coast.

Recently Messrs. Bulova and Lafount have disposed of all their radio interests, the last sale being that of WNEW New York.

Upcoming

Feb. 27: Mid-year meeting, House of Delegates, American Bar Assn., Chicago.
Feb. 28: Practicing Law Institute legal clinic opening, Roosevelt Hotel, New York.
March 3: Postillion Ball, sponsored by Advertising Women of New York, New York.
March 3-4: Western Radio-Television Conference, Seattle.
March 5: Radio and Television Award Dinner, New York.
March 10: Michigan Radio Conference, Michigan State College, East Lansing, Mich.
March 10-11: Alabama Broadcasters Assn. annual spring meeting, Russell Erskin Hotel, Huntsville, Ala.
March 12-14: Fifth annual Oklahoma Radio Conference, U. of Oklahoma, Norman.

Voice of Democracy

(Continued from page 21)

endorsement of the Office of Education.

Mr. Cooper said that so long as idealism exists and so long as there are generations giving it meaning, democracy, an ancient art of living, will be forever new. He spoke on the eve of his departure on a 24-day world tour in which he will visit principal capitals of the world to talk about democracy.

Miss Chomiak was accompanied by J. Gorman Walsh, WDEL Wilmington, Del., where her winning entry was recorded, Sen. J. Allen Frear Jr. (D) and John J. Williams (R), and Rep. J. Caleb Boggs (R).

Anne Pinkney, of Trinidad (Col.) High School, second girl winner, was accompanied by Sen. Edwin C. Johnson (D), chairman of the Senate Interstate Commerce Committee, and Rep. John H. Marsalis (D).

Robert Shanks, of Lebanon (Ind.) High School, one of the two boy winners, was accompanied by Sens. Homer E. Capehart (R) and William E. Jenner (R), and Rep. Cecil M. Harden (R). Richard L. Chapman, of Brookings (S. D.) High School, was accompanied by Sen. Karl E. Mundt (R) and Rep. Harold O. Lovre (R).

Other guests included Chairman Wayne Coy and other members of the FCC along with government officials and representatives of broadcasting groups.

Chairman of the Voice of Democracy Committee was Robert K. Richards, NAB. Other members were James Dawson, NAB; Robert H. Richards, U. S. Junior Chamber of Commerce; James D. Secrest, Radio Mfrs. Assn., and Dr. Kerry Smith, U. S. Office of Education.

Judges who selected the four winners from the finalists were Morgan Beatty, NBC; Mrs. Raymond Clapper, author and commentator; Hon. Tom C. Clark, Associate Justice, U. S. Supreme Court; Chairman Coy; Douglas Southall Freeman, author and editor; Andrew D. Holt, president, National Education Assn.; J. Edgar Hoover, director, Federal Bureau of Investigation; Edward R. Murrow, CBS commentator; James Stewart, actor.

'Lightning'

(Continued from page 20)

would be fruitful in view of the nearness of summer hiatus and the seasonal disinclination of advertisers to undertake radio campaigns.

A further consideration was the belief that showings in other cities antedating the New York presentation would take the edge off the expensive Waldorf event.

Another dampening influence on the New York premiere was the report that Justin Miller, NAB president, who had been originally scheduled to preside, might not participate in the New York presentation because of the unfavorable NAB board opinion of the film. Although Judge Miller was understood not to have definitely turned down the invitation, the fact that he was not in a position to accept it forthwith was another discouragement to the original showing plan.

The date of the showing before the Radio Executive Club is tentatively set for March 9.

Members of the New York subcommittee who met last Tuesday were Lewis Avery, of Avery-Knodel Inc.; Joseph Creamer, WOR New York; Charles Hammond, NBC; Louis Hausman, CBS; Ivor Kenway, ABC; Richard Swift, WCBS New York; Ralph Weil, WOV New York, and Maurice Mitchell, BAB.

Sarnoff at White House

BRIG. GEN. David Sarnoff, RCA board chairman, was a Thursday visitor at the White House Executive Offices. He saw President Truman after spending the early part of the morning at the joint TV color demonstration, held at the FCC's Laurel (Md.) Laboratory. Gen. Sarnoff said he paid a routine personal call on the President but it is understood they discussed a number of communications problems including the President's new Communications Policy Board. NBC President Joseph H. McConnell also visited the White House Thursday.

? ? ? ? ? ? ? ? ? ? ?
What's UP

IN LANSING ?
? ? ? ? ? ? ? ? ? ? ?

At Deadline...

COLOR HEARING TO COVER PATENT APPLICATIONS

FCC SERVED NOTICE Friday that information on pending television patent applications of participants in its TV hearings may be used in public session of TV proceeding, under subpena if necessary (see hearing story page 53).

This was disclosed in FCC order which limited type of TV patent application data required of participants. Several participants had protested broader requirements announced last September [TELECASTING, Sept. 5, 1949].

Before using any TV patent application data already filed, FCC said, Commission will notify participant involved and give him opportunity to withdraw it. If material is withdrawn, FCC will issue subpena for details on it and make exhibit for hearing record. March 15 set as deadline for filing such information or withdrawing such information already filed.

Earlier proposal called for data on pending applications for patents on "inventions relating to television transmitters or receivers for either monochrome or color transmissions." Revised call is for data on applications covering "operations or equipment on which transmission standards proposed by the Commission or parties to this proceeding can be based." Change makes order for application data conform more closely with earlier order for information on patents already issued.

To safeguard information, FCC stipulated that it shall be kept in separate file by acting chief engineer; not examined before March 15; withheld from examination by non-FCC personnel, and returned to respective parties when TV proceeding is completed. Any copies made for FCC use during hearings will then be destroyed.

MERGER, TWO TRANSFERS RECEIVE FCC APPROVAL

MERGER of WGLN Glens Falls, N. Y., into WWSC, same city, approved by FCC Friday along with transfer grants for WSNJ-AM-FM Bridgeton, N. J., and WCYB Bristol, Va. Earlier FCC actions are in FCC Roundup on page 75. Details of transfers:

WWSC Glens Falls, N. Y.—Granted transfer of control of Great Northern Radio Inc., licensee, from Martin Karig, 51% owner, and Alexander P. Robertson, 49% owner, to Glens Falls Post Co. Latter owns WGLN (1230 kc, 100 w) there which will be dropped. Messrs. Karig and Robertson each sell one-half of their holdings to Post Co. for $10,000 which is applied to indebtedness of Great Northern Post Co. also loans Great Northern $34,000, matching total loans made to firm by Messrs. Karig and Robertson. Great Northern buys physical plant of WGLN for $42,000. WWSC assigned 250 w on 1430 kc and holds permit for 1 kw day, 500 w night-directional on 1410 kc.

WSNJ-AM-FM Bridgeton, N. J.—Granted transfer of control of Eastern States Bcstg. Corp., licensee, from Elmer H. Wene, sole owner, for $82,000 to Paul W. Alger, WSNJ manager, and Russell S. Henderson, attorney. WSNJ assigned 250 w on 1240 kc.

WCYB Bristol, Va.—Granted involuntary relinquishment of control by James Mahoney, deceased, to Jay Fey Rogers, Robert H. Smith and Charles M. Gore. Latter acquires Mr. Mahoney's 80 sh. (33⅓%) for $56,000. Deceased held 50% control through proxy voting of 20 sh. each for Messrs. Rogers and Smith, each one-third owner. WCYB assigned 10 kw day on 690 kc.

JAMESTOWN SWITCH

INITIAL DECISION reported by FCC Friday to grant WJOC Jamestown, N. Y., switch from 1 kw day on 1470 kc to 250 w fulltime on 1340 kc. Examiner Leo Resnick found WJOC proposal would interfere only slightly with CHOX Woodstock, Canada, but in area where it already suffers interference.

WLAP GETS FINAL GRANT FOR REGIONAL FACILITY

NEW FINAL decision issued by FCC Friday to grant WLAP Lexington, Ky., switch from 250 w on 1490 kc to 5 kw day, 1 kw night on 630 kc directional for second time and deny competitive bids of Queen City Bcstg. Inc. and WCPO, both Cincinnati, for same assignment. Comr. Robert F. Jones, dissenting, favored grant to WCPO on grounds WLAP authorization violates FCC standards.

Commission majority ruled Queen City bid engineeringly insufficient and favored WLAP over WCPO on Communications Act's Sec. 307(b) equitable distribution clause despite fact WLAP proposal not fully within standards. FCC further noted WLAP would protect CMHQ Santa Clara, Cuba, Goar Mestre outlet, under domestic 50% exclusion rule while WCPO would not. Commission noted WCPO would not cause interference within CMHQ's 2.5 mv/m protected night contour but "we feel that as a matter of international amity it is not inappropriate, in a proceeding of this type, to recognize that CMHQ is a special Class II station and to give preference to the applicant providing the highest degree of protection to such a station."

FOUR NEW AM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations granted by FCC Friday and improved facilities for seven existing stations approved. New station grants:

Gallipolis, Ohio—990 kc, 250 w day, Ohio Valley on the Air Inc., E. W. Weppel, food broker, president 50%. Astoria, Ore.— 1050 kc, 250 w day, Clatsop Video Bcstrs., 80% owned by Leroy E. Parsons, who will dispose of 37% interest in KAST Astoria. Hood River, Ore.—1340 kc, 250 w unlimited, Oregon-Washington Bcstrs., headed by C. H. Fisher, 50% owner KUGN Eugene. Welch, W. Va. —1150 kc, 1 kw day, Pocahontas Bcstg. Co., headed by Howard R. King, chief engineer WBRW Welch.

Improved facilities granted following:

KBRC Mt. Vernon, Wash., change from 500 w day to 500 w fulltime on 1430 kc, directional night. KVOL Lafayette, La., switch from 250 w on 1340 kc to 1 kw on 1330 kc, directional night. KUGN Eugene, Ore., switch from 250 w on 1400 kc to 1 kw on 590 kc, directional night. WKMH Dearborn, Mich., change from 1 kw fulltime to 5 kw day-directional, 1 kw night on 1310 kc. KPQ Wenatchee, Wash., increase power from 1 kw to 5 kw directional night, 560 kc. WAYS Charlotte, N. C., switch from 5 kw day, 1 kw night to 5 kw fulltime on 610 kc directional. WKOP Binghamton, N. Y., switch from 1 kw day on 750 kc to 1 kw day, 500 w night-directional on 1360 kc. KOB Albuquerque granted further extension of special service authorization to June 1 for 50 kw day, 25 kw night on 770 kc and WJZ New York again denied petition for relief.

FOUR MARCONI AWARDS

VETERAN WIRELESS OPERATORS Assn. Saturday night awarded four Marconi Memorial Awards at Hotel Astor in New York. Recipients were Comdr. E. M. Webster, FCC Commissioner, who received medal of honor; George E. Sterling, FCC Commissioner and veteran member of association, who was given award of service. Wireless pioneer medals given Hugo Gernsback, editor and publisher of *Radio Electronics*, and E. N. Pickerill, technical supervisor with RCA Communications.

PIB NETWORK BILLINGS

TOTAL GROSS billings of four television networks in 1949 were $12,294,513, Publishers Information Bureau reported Friday. By networks, billings were: ABC, $1,391,991; CBS, $3,446,893; DuMont, $955,526; NBC, $6,500,104. Total billings for month of December, 1949, were $1,921,166, divided among networks as follows: ABC, $219,337; CBS, $568,713; DuMont, $106,750; NBC, $1,026,366.

Closed Circuit

(Continued from page 4)

replacing Douglas G. Morris, vice presid and P & G account executive, who has resig and will announce his future plans shor Richard S. Bean, space buyer for agency, w become media director.

WARWICK & LEGLER, New York, prepar television spot campaign to start in April Edgeworth pipe tobacco in New England Los Angeles markets.

GULF OIL Co., for Gulfspray insecticide, ported to have bought season sponsorship *Lanny Ross Show* on MBS, Mon.-Fri., 12:1 12:30 p.m. beginning in May. Young & Rubica is agency.

NAB BOARD ELECTIONS DRAWING HEAVY VOTE

HEAVY balloting for 14 posts on NAB boar indicated Friday as Saturday midnight dead line approached. Membership voting on di rectors in Districts 2, 4, 8 and 14 and tw directors-at-large each for large, medium small, FM and TV stations. Results of ballot ing to be announced tomorrow (Tuesday).

Automatically elected to board for lack o opposition were Harold Wheelahan, WSM New Orleans, District 6; William B. Quarton WMT Cedar Rapids, Ia., District 10; Jac Todd, KAKE Wichita, Kan., District 12 Calvin J. Smith, KFAC Los Angeles, Distric 16. Two TV directors-at-large will be incum bents, Robert D. Swezey, WDSU-TV Ne Orleans, and Eugene S. Thomas, WOIC (TV Washington, who are unopposed for two posts

WMCA-FM NEW YORK SOLD TO JOSELOFF GROUP

PURCHASE of WMCA-FM New York fo $7,500 by new corporation headed by Stanley Joseloff, president of Storecast Corp. of Amer ica, negotiated subject to customary FCC ap proval and application slated to be filed wit Commission today (Monday). Station i owned by Nathan Straus, operator of WMCA and has been in operation on Channel 222 sinc Dec. 25, 1948.

Stockholders in new company, WYOU Inc., which proposes to operate station as WIFE, own 10% each. They are: Mr. Joseloff; Barbara Joseloff, 20% owne of Storecast Corp.; Paul F. Harron, Joseph Lang and John B. Kelly, who each own 31⅔% of WIBG Philadelphia; Ben Gordon, 25% owner of Storecas Corp.; Betty Gordon; Gloria Hirtz; Douglas Arthur Patrick J. McCall, identified with Store Broadcastin Inc. in Philadelphia and National Wired Music Corp of Philadelphia and New York, among other in terests.

Mr. Lang is first vice president; Mr. Harro secretary, and Mr. Gordon treasurer. M. Lawrenc Kaufmann, CPA and a director of Store Broadcast ing Inc., and George Hennessey, identified wit Storecast Corp., are second and third vice president respectively.

Mr. Straus at one time planned to close WMCA FM because it was losing money, but has con tinued operations pending completion of negotia tions. Application for FCC approval being prepare by Washington law firm of Dow, Lohnes & Albert son, for WYOU Inc.

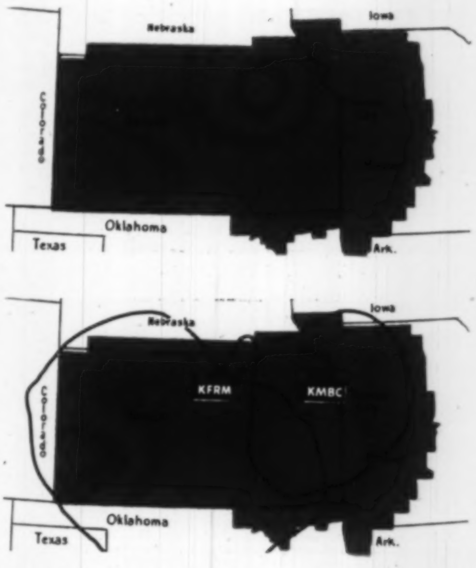
FREY APPOINTED

ROBERT V. FREY, formerly with experi mental television station W2XJT Jamaica, N. Y., appointed director of television and radio for John Schrager Inc., New York adver tising agency.

WPIX POST TO DUNCAN

WALTER DUNCAN, for past two years vice president in charge of sales at WSNY Schenectady, N. Y., appointed sales manager of WPIX (TV) New York. He succeeds Scott Donahue, acting sales manager, who resigned last week.

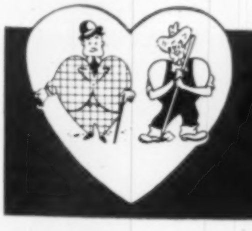
The Kansas City Trade Area Does *NOT* Run in Circles


Nebraska
Iowa
Colorado
Oklahoma
Texas
Ark.
Nebraska
Iowa
Colorado
KFRM
KMBC
Oklahoma
Texas
Ark.

The True Area is an East-West Rectangle and...

Only The KMBC-KFRM Team Covers it Effectively and Economically

Kansas City's rectangular Primary Trade Area, as shown on the maps, has been established by the Chamber of Commerce of Kansas City. The natural flow of trade to and from this area is dependent on Kansas City, the Trade capital. As a result, The KMBC-KFRM team has been custom-built to provide complete, effective and economical radio coverage of the Primary Trade area, *without waste circulation!* That's why The KMBC-KFRM Team is your best buy in the Heart of America! Contact KMBC-KFRM or any Free & Peters "Colonel" for full details.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE **PROGRAMMED BY KMBC**